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Department of Agriculture

FROM WORLD WIDE SOURCES

Gloeckner

FLOWER
SEEDS



SPRING 1942

"SPRING 1942"

ANOTHER SPRING in a brave new year, bringing fresh hope and renewed faith and courage to face the future in a chaotic world.

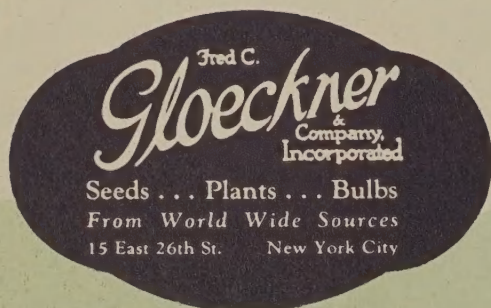
The world situation as it is has disturbed our regular routine somewhat. We find ourselves without some items that we counted upon as a matter of course in the past. Therefore, a long range planning of crops to meet the swiftly changing conditions is of vital importance.

It is only natural that our thoughts turn to seeds and seed crops produced in this continent by discriminating growers. A careful selection of varieties is essential—selection from the standpoint of commercial value, productiveness, type and color as well as freeness from disease.

After extensive research and selective checking, we feel eminently qualified to list herein the varieties we consider the best in their class.

The name *Gloeckner* has long been associated with the seed trade. We wish to identify it as a standard of quality for many years to come. To accomplish this we pledge a consistent year after year supply of high quality seed.

This label, a facsimile of our current catalogue cover, with the year plainly marked, is attached to every package of seed, and is your guarantee that the seed therein is fresh from this year's crop.



War and blockade conditions have necessitated the elimination of some varieties of flower seeds from our 1942 list, and there may also be some items listed which we will be unable to supply. These will be reinstated as soon as conditions permit.

BUSINESS TERMS

2% 10 days 60 days net for customers of approved credit

Prices in this Catalogue are subject to change without notice.

All goods are offered subject to Crop Failures, Shortage or other causes beyond our control, and to being unsold on receipt of order.

The prices in this catalogue are for the trade only. For your own protection do not loan this catalogue to anyone not entitled to Florists or Wholesale prices.

Unknown correspondents desiring to open an account are requested to furnish three trade references with whom they have had credit relations.

We, Fred C. Gloeckner & Co., Inc., give no warranty, expressed or implied, as to description, quality, productiveness or any other matter of any seeds, bulbs or plants we send out, and will not be responsible for the crop. If the purchaser does not accept the goods on these terms, they are at once to be returned.

15 East 26th Street, "At Madison Square", New York

Telephones: LExington 2-4197 - 4198

In addition to seed, *Gloeckner* bulbs, plants and cuttings are selected with diligent care as to type, productiveness and freedom from disease so you may have the best upon which to build your prospective crops.



NOVELTIES

PRIMULA MALACOIDES SPRINGTIME

ANOTHER *Gloectner* INTRODUCTION

PRIMULA MALACOIDES SPRINGTIME is one of the finest, strong growing, good colored, varieties ever offered. The color is an **attractive salmon pink** which does not fade with age. The flower stems are strong and support a profusion of good sized blooms. The foliage has good texture and is fairly resistant to rot, unlike many other varieties of Malacoides.

When seed of Springtime is sown in June it will make good flowering plants for January.

Seeds Available After June 1st

Trade Packet \$2.00



Primula Springtime



Zinnia Striata "The Clown"

ZINNIA STRIATA "THE CLOWN" (Bodger)

Reminiscent of the gay and happy character for which it is named, **THE CLOWN** is a new variegated colored Zinnia that is good for cutting. The plants are branched, 2½ feet tall, freely producing its medium sized blooms which are ideal for flower arrangements.

Trade Packet

\$.50

¼ oz.

\$.75

1 oz.

\$2.00

IPOMEA "PEARLY GATES"

Is a lovely **lustrous white with creamy shading deep down in the throat**. The flowers average four and one half inches across. The vigorous, fast climbing vines are covered with bloom from the middle of summer until frost. **PEARLY GATES** is a wonderful companion for Heavenly Blue and is sure to be just as popular.

Trade Packet

\$.50

Oz.

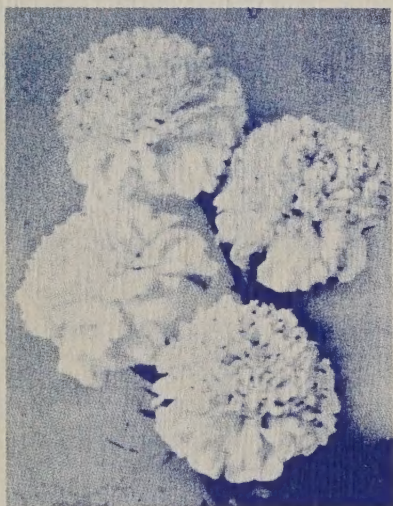
\$2.50



Pearly Gates

NOVELTIES

Marigold Dwarf French Harmony Type "Butterball" (Bodger)



ALL-AMERICA SELECTIONS 1942

MARIGOLD "BUTTERBALL" is a lovely **soft butter yellow** in color. Its habit of growth is dwarf and compact attaining a height of about six to eight inches. The plants are almost covered with butter yellow blooms each petal of which is slightly touched with maroon at the tip.

Trade Packet
\$.40

1/4 oz.
\$.75

1 oz.
\$2.50

Nierembergia "Purple Robe" (Bodger)

ALL-AMERICA SELECTIONS
1942

The color of **NIEREMBERGIA "PURPLE ROBE"** is a very fine **deep violet purple**. It maintains its deep color in the full sun and does not fade even in the hottest climate. The plant has a neat compact extremely free flowering habit, is only six inches tall, with a mature spread of about ten to twelve inches. It is slow germinating requiring approximately three weeks. Excellent for edging and as a rockery plant.



Trade Packet
\$.75

1/32 oz.
\$2.00



Marigold Dwarf "Melody"

ALL-AMERICA SELECTIONS
1942

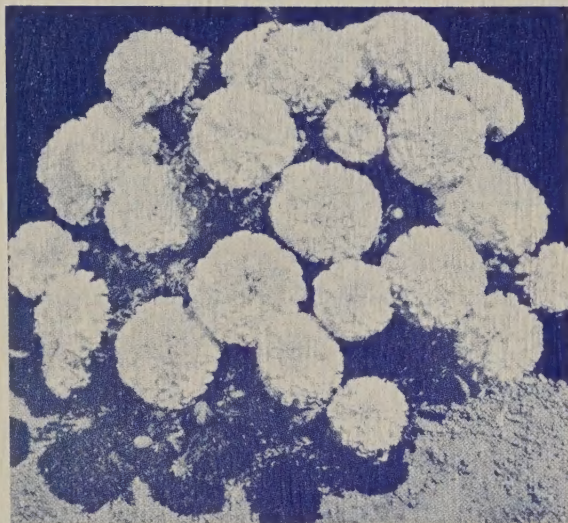
MARIGOLD "MELODY" is of the Harmony type and has fully double **brilliant Orange** flowers. The Compact plants are about twelve inches tall. The blossoms on "Melody" appear very early and continue all summer and well into the fall. It will be useful for edging or massed effects in beds.

Trade Packet
\$.40

1/4 oz.
\$.75

1 oz.
\$2.50

RECENT OUTSTANDING INTRODUCTIONS



Marigold Pot O'Gold

MARIGOLD DWARF GIGANTEA "POT O'GOLD"

MARIGOLD "POT O'GOLD" produces a mass of **intense dazzling gold** flowers on dwarf compact growing plants. It has everything it takes to produce a garden favorite such as showiness, fragrance, exceptional size and is early flowering as well. The flowers of the gigantea type are somewhat loosely formed, very full centered with broad heavy petals gracefully overlapping. These flowers are freely borne on well branched plants twelve to fifteen inches tall. Neat and compact, one hundred percent double, Pot O'Gold is maintaining its well deserved popularity.

Trade Packet
\$.50

1/4 oz.
\$1.25

Oz.
\$4.00

PETUNIA RUFFLED GRANDIFLORA NANA COMPACTA MIXED

In this distinctly new type we are able to offer you this combination in one variety. The blooms are extra large, well ruffled with good open throats and are more of the dwarf Giants of California type in both form and size. This mixture contains a blend of striking colors ranging from **white to pink through rose to red, and includes many color combinations of pink and white with gold throats and red and white with dark throats.** We think this should be good for pot culture.

Trade Packet
\$.75

1/64 oz.
\$1.25

1/32 oz.
\$2.25



MARIGOLD DWARF GIGANTEA "GYPSY JEWELS"

MARIGOLD "GYPSY JEWELS" is a mixture of a wide range of brilliant colors including **deep orange, golden orange, golden yellow, canary yellow, lemon yellow and primrose.** The dwarf compact neatly formed plants twelve to fifteen inches high, are extremely free blooming, bearing flowers comparative in size to Pot O'Gold.

Trade Packet
\$.45

1/4 oz.
\$1.00

1 oz.
\$3.75

RECENT OUTSTANDING INTRODUCTIONS

KALANCHOE TOM THUMB DAUERNHEIM INTRODUCTION

Here is a new plant which from all indications is here to stay. Tom Thumb is a dwarf form of Blossfeldiana. This new variety has very short flowering stems, the blooms forming just outside the foliage, and instead of merely flowering above the plant, actually envelops the entire plant starting at its base. The color is an attractive red which makes this plant very worth while for Christmas and Valentine's Day. The foliage is small and compact.

ORIGINATOR'S PACKET

Tr. Pkt.	1/64 oz.	1/32 oz.
\$2.50	\$5.00	\$9.00



Kalanchoe Tom Thumb

KALANCHOE CULTURE

The following are suggestions for the culture of Kalanchoe, both Blossfeldiana and new "Tom Thumb".

The soil should be a sandy loam; add about 10% leaf mould and a little cow manure. The pH should be about 6.6 to 7.0; it should be fairly high in phosphorous and potash; low to medium in nitrogen—never high.

During the Summer, the plants should be kept in full sun either under glass or in outdoor beds. If plunged outdoors good drainage is necessary. The Tom Thumb is probably somewhat softer than the Blossfeldiana, but in as much as this is naturally a dwarf grower, greenhouse culture during the summer is probably preferable. In the event you have unusually hot bright weather, that the plants do not "take" any too well, a temporary light shade might be suggested.

For Christmas flowering shade the plants with black cloth from September 1st to October 10th from 5:00 P.M. to 8:00 A.M., each day and grow in a 60 degree house. The black cloth treatment is the same as for Chrysanthemums.

In the event plants are kept outdoors during the summer, they should be housed before frost or any unusual rainy spell. The plants should be given full sun; plenty of air is desirable, and for black cloth treated plants a night temperature of 60-62 degrees. For untreated plants 50-60 degrees is satisfactory.



Siter's Rainbow Strain Cineraria

CINERARIA "Siter's Rainbow Strain"

(The Commercial Cineraria)

This new commercial Cineraria carries immense flower heads, is compact in growth, with small round leaves which require little room. These characteristics make it extremely profitable to grow. The medium large flowers in colors ranging from the bright eyed types, to the finer pastel shades, surpass anything previously introduced and are the outstanding feature of this strain. It is sure to please your most discriminating clientele and we are proud to offer this as a *Gloectner* introduction.

ORIGINATOR'S PACKETS, \$2.00 EACH

ANTIRRHINUM

WINTER SNAPDRAGONS For Greenhouse Culture

PINK and ROSE

	Three Tr. Pkt.	Tr. Pkt.
America —Deep rose with Bronze lip	\$1.50	
Better Times Brilliant cerise rose.....	2.00	
Christmas Cheer Shades of pink	2.00	
Cheviot Maid Supreme Best deep rose	1.00	\$2.50
Daybreak Briarcliff rose pink.....	1.50	4.00
Gilberts Pink Supreme Beautiful deep pink.....	1.50	4.00
Jersey Maid —Medium pink with light shading	2.50	
Maid of Mars — Excep- tionally fine clear pink	3.00	
Marie Louise Seashell pink	2.00	5.00
Mary Ellen Early light rose pink	2.00	5.00
Milady —Bright pink	1.00	2.50
New Cincinnati Fine light rose	1.00	2.50
Peggy Schumann —Pink with strong stems	2.00	5.00
Radiance Large flowered pink	1.00	2.50
Rose Pink Cheviot Maid Early flowering	1.50	
Rose Queen Deep rose pink	1.00	2.50
Shaffroth's Early Pink Clear rose pink	2.00	5.00
St. Louis Pink Beautiful flesh pink.....	1.50	4.00
Terrys Surprise Improved Rose shaded orange	1.50	4.00

LAVENDER

Bertha Baur Early lavender	1.50	4.00
Lavender Rose Good lavender	2.00	5.00
Lilac (Windmiller) Excellent orchid color	2.00	5.00
Schrock's Orchid A true orchid shade.....	1.00	2.50
Schumann's Lavender The best lavenders.....	2.00	

RED

Crimson Queen	2.00	
Embers —Orange red.....	1.00	2.50
Velvet Beauty —Ameri- can Beauty Red	1.00	2.50

YELLOW

Ceylon Court Early yellow	1.00	2.50
Coates Yellow Perfec- tion —Deep yellow.....	1.00	2.50
Ethel Pure Golden Yellow	1.50	4.00
Klondyke Supreme Excellent deep yellow	1.50	
Schumann's yellow	2.00	
Yellow Cheviot Maid Bright color	1.00	2.50
Yellow Wonder Bright yellow	1.50	4.00

WHITE

	Three Tr. Pkt.	Tr. Pkt.
Koesters White — Early pure paper white	\$2.00	
Ivory — White slightly suffused orchid	2.00	\$5.00
Lucky Strike Strong growing white	1.00	2.50
Marion White Fine clear white	1.50	4.00
Schaffroths Early White	2.00	
Schlegels Early White	1.50	4.00
Snow White Easter and later	2.00	5.00
Westover Fringed White	1.00	2.50
White Cheviot Maid	1.00	2.50
White Prosperity —Long stemmed clear white	1.50	4.00
White Wonder Pure white	1.50	4.00

BRONZE and ORANGE

Afterglow Golden orange	1.00	2.50
Gilbert's Bronze Beauty	1.50	4.00
Glorious Reddish bronze	1.50	4.00
Hodaly's Ideal — Blend of carmine rose shad- ing to rich orange. Tip lemon yellow	1.50	4.00
Kirkwood Beauty Orange bronze	1.00	2.50
Miss Wooster —Dazz- ling rich dark bronze	1.00	2.50
New Dawn Golden orange	1.00	2.50
New Deal —Fragrant golden bronze	1.00	2.50
Roman Gold —Bright coppery yellow	1.00	2.50
Rose Orange Afterglow color	1.00	2.50
Sunset —Golden bronze	1.50	4.00
Suntan —Orange tan	1.00	2.50



ANTIRRHINUM

SNAPDRAGONS

STANDARD OUTDOOR RUST-RESISTANT STRAINS

MAXIMUM GRANDIFLORUM

	Tr. Pkt.	¼ Oz.	Oz.
Alaska —(Snowflake)—White	\$.30	\$.85	\$3.00
Copper Queen —Bronzy copper blending to antique gold at the nose30	.85	3.00
Crimson —Fiery Crimson30	.85	3.00
Indian Summer — Coppery Orange Scarlet30	.85	3.00
Loveliness —soft rose pink30	.85	3.00
Reveille —(New)— Deep luminous yellow50	2.00	
Salmon Rose Shades30	.85	3.00
Swing Time —Rose pink30	.85	3.00
Yellow Giant —Deep yellow30	.85	3.00
Finest Mixed30	.85	3.00

MAJUS GRANDIFLORUM

	Tr. Pkt.	¼ Oz.	Oz.
Autumn Glow Shades — Old Rose suffused Amber	\$.35	\$.75	\$2.50
Fiery Red —Very brilliant35	.75	2.50
Harmony Shades —Terra cotta yellow, shaded rose35	.75	2.50
Orange Shades — Deep to light orange35	.75	2.50
Pinkie —Clear rose35	.75	2.50
Rosalie —Rich deep rose; under- lying tone of topaz or amber35	.75	2.50
Salmon Shades — Salmon rose, pink shades35	.75	2.50
Shasta —Pure white35	.75	2.50
Wallflower Red35	.75	2.50
Yellow Jacket —Deep yellow35	.75	2.50
University of California Mixture30	.50	1.75

NANUM GRANDIFLORUM

	Tr. Pkt.	¼ Oz.	Oz.
Amber and Gold — Golden Amber, yellow lip	\$.40	\$1.25	
Carmine Rose — Bright carmine rose25	.60	2.00
Gypsy Girl —Rich carmine with a splotch of golden yellow on the nose25	.60	2.00
Indian Girl —Old gold25	.60	2.00
Light Salmon Pink25	.60	2.00
Orange Pink — Orange suffused pink25	.60	2.00
Red Boy —Rich deep scarlet25	.60	2.00
Tangerine —Bronzy orange25	.60	2.00
Wildfire —Bright orange scarlet25	.60	2.00
Yellow Gem —Clear yellow25	.60	2.00
Finest Mixed25	.60	2.00

NANUM GRANDIFLORUM

(English Strain)—(Semi-Dwarf, Large Flowering)

	Tr. Pkt.	¼ Oz.	Oz.
Guinea Gold —Glowing bronzy orange with yellow throat	\$.50	\$1.50	\$5.00
St. George —Beautiful shade orange cerise. Distinct from all other varieties50	1.50	5.00
Royale Cerise —The brightest of all Cerise Antirrhinum50	1.50	5.00
Royal Rose —Deepest and richest rose imaginable. Must be seen to be fully appreciated50	1.50	5.00

ACROCLINIUM

This showy, free flowering annual is an excellent cut flower for the florist and well worth a trial.

	Tr. Pkt.	Oz.
New Large Flowered Double		
Hybrids Mixed	\$.35	\$1.50

AGATHEA — BLUE DAISY

	Tr. Pkt.	Oz.
Coelestis —The lovely, free flowering blue Marquerite	\$.25	\$1.25

AGERATUM

	Tr. Pkt.	Oz.
Blue Ball Improved —Dwarf and compact growth; uniform rich blue color	\$.50	\$1.50
Blue Perfection —Dark blue15	.60
Little Blue Star — 3 inches high, fine for bedding25	2.00
Midget Blue —Very dwarf with delicate fine foliage; blue flowers—¼ Oz.50	

ALYSSUM

We can highly recommend these strains of Alyssum. Of special merit is our selected strain of "Bouquet" which is considered one of the most dependable on the market.

	Tr. Pkt.	Oz.	¼ lb.
Bouquet —(Carpet of Snow) (Procumbens) best dwarf variety	\$.15	\$.75	\$2.25
Little Gem —Dwarf and compact15	.50	1.50
Sweet —(Maritimum) Trailing10	.20	
Snow Cloth —Plants are flat and a compact mass of pure white flowers25	.75	
Violet Queen —Dwarf compact, rich deep shades of violet25	1.00	

AMARANTHUS

Highly ornamental foliage plant which attains a height of about four feet.

Molten Fire —Leaves are of iridescent Crimson	\$.35	\$2.00
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ASPARAGUS

(New Crop Seed ready in mid February)

	Seeds 1,000	Seeds 5,000	Seeds 10,000
Plumosus Nanus	\$1.25	\$6.00	\$10.00
Sprengeri	1.00	4.50	8.00

ASTERS

BODGERS WILT RESISTANT STRAINS

QUEEN OF MARKET

These well-known, early flowering Asters are of branching habit, about 20" tall, blooming in mid-July.

	Tr. Pkt.	¼ Oz.	Oz.
Crimson	\$.40	\$.50	\$1.75
Dark Blue or Purple40	.50	1.75
Light Blue or Lavender40	.50	1.75
Peach Blossom—Flesh pink40	.50	1.75
Rose40	.50	1.75
White40	.50	1.75
Finest Mixed40	.50	1.75

EARLY ROYAL BRANCHING

Plants branching, 1½ - 2 feet, blooming mid-August directly following the Queen of the market.

	Tr. Pkt.	¼ Oz.	Oz.
Azure Blue or Dark Lavender	\$.40	\$.50	\$1.75
Deep Rose40	.50	1.75
Peach Blossom—Lavender pink40	.50	1.75
Purple40	.50	1.75
Shell Pink40	.50	1.75
White40	.50	1.75
Finest Mixed40	.50	1.75

AMERICAN BEAUTY

Blooms from August and continues until frost. The large and double flowers are produced on long heavy stems; plants 2 to 3 feet high.

	Tr. Pkt.	¼ Oz.	Oz.
Azure Fairy—Dark lavender	\$.40	\$.50	\$1.75
Crimson40	.50	1.75
Deep Rose40	.50	1.75
Purple40	.50	1.75
Purple Prince—(Black Prince)— deep marine violet40	.50	1.75
September Beauty—Shell pink40	.50	1.75
Silvery Rose40	.50	1.75
White40	.50	1.75
Mixed40	.50	1.75

AMERICAN BRANCHING (Semple's)

Plants 2½ to 3 feet tall, branching, robust, flowers large, double and fine form. Our selected stocks of these are the best money can buy. Flowers late August and early September.

	Tr. Pkt.	¼ Oz.	Oz.
Azure Blue or Dark Lavender	\$.40	\$.50	\$1.75
Crimson40	.50	1.75
Peach Blossom40	.50	1.75
Purple40	.50	1.75
Rose40	.50	1.75
Shell Pink—(Mary Semple)40	.50	1.75
White—Extra select, long stems40	.50	1.75
Finest Mixed40	.50	1.75

EARLY GIANT

The finest large flowered, heavy stemmed wilt resistant Aster yet developed. Flowers are of the large Giants of California type, while the plants are less tall, about 1½ feet in height. This class is early blooming, coming into flower by the first week in September.

	Tr. Pkt.	¼ Oz.	Oz.
Light Blue	\$.50	\$.75	\$2.50
Peach Blossom50	.75	2.50
Rose Marie—Rich rose65	1.25	3.00

IMPROVED CREGO

Plants robust, branching about 2½ feet tall, flowers large, double and well formed, one of the finest varieties for all purposes. Blooming mid-August.

	Tr. Pkt.	¼ Oz.	Oz.
Azure Blue	\$.40	\$.50	\$1.75
Crimson40	.50	1.75
Deep Rose40	.50	1.75
Enchantress—Lively salmon rose40	.50	1.75
Light Blue—Lavender40	.50	1.75
Peach Blossom40	.50	1.75
Shell Pink40	.50	1.75
Purple or Dark Blue40	.50	1.75
White40	.50	1.75
Finest Mixed40	.50	1.75

HASTENING THE FLOWERING OF ASTERS

To secure earliness in blooming of ASTERS out of doors it is necessary to illuminate the seedlings with additional light. Use 25-watt lamps suspended two feet above the bench and have them lighted from 6 P.M. to 10 P.M. for at least five weeks before planting, each lamp to cover sixteen square feet of area. The seed is normally sown in the middle of March and the additional illumination is started after the seedlings have been transplanted. This additional light is continued until the middle of May when the plants are planted out of doors.

The above treatment will increase the earliness of your crop by two to four weeks. The Early Royal Branching, American Branching and Improved Crego varieties will respond very satisfactorily to this treatment.

ASTERS



Aster "Super Giant" Los Angeles

PRINCESS TYPE

(Wilt Resistant)

A very attractive new cutting type of wilt resistant Aster, 2'-2½' tall, branching and free flowering, early blooming, bearing quantities of flowers on strong stems. Flowers have a full deep crested center, surrounded by several rows of dainty plume-like guard petals. Blooms mid-August.

	Tr. Pkt.	¼ Oz.	Oz.
Anne —Peach blossom	\$.50	\$1.00	\$3.00
Bonnie —Soft salmon rose.....	.50	1.00	3.00
Marsha —Rich cinnabar scarlet..	.50	1.00	3.00

SINGLE CHINENSIS

(Wilt Resistant)

Plant 1½ to 2 feet tall, flowers daisylike, petals wide and closely placed, blooms in late August.

	Tr. Pkt.	¼ Oz.	Oz.
Carmine Rose	\$.20	\$.35	\$1.25
Flesh Pink —Apple blossom.....	.20	.35	1.25
Glare of the Garden — Bright scarlet20	.35	1.25
Lavender or Light Blue20	.35	1.25
Rose20	.35	1.25
White20	.35	1.25
Rainbow Mixture —Special florist strain20	.35	1.25

GIANT HARMONY TYPE

(Non-Resistant)

Fine new florist type, long stems, basal branching, flowers with quilled centers, excellent colors. Blooms late August.

	Tr. Pkt.	¼ Oz.	Oz.
Moonlight —azure blue	\$.50	\$.75	\$2.50
Morning Mist —mid blue50	.75	2.50
Sunrise —soft apricot pink50	.75	2.50
Mixed50	.75	2.50

VARIOUS RESISTANT VARIETIES

	Tr. Pkt.	¼ Oz.	Oz.
Ball White Early —White crested center, branching 2 to 2½ feet. Mid-August	\$.40	\$.50	\$1.75
Ball White Late —White 2½ to 3 feet long stems. Early September40	.50	1.75
Ball Deep Rose — Bright deep rose 2½ to 3 feet branching. Late August40	.50	1.75
Ball Purple —Deep bright purple 2½ to 3 feet branching. Late August40	.50	1.75
Early Phlox Pink — Clear light rose Pink 2½ to 3 feet. Late August40	.50	1.75
Heart of France — Bright red. Late August40	.50	1.75

SUPER GIANT

(Non-Resistant)

This is the largest and most fully double Aster class known. The flowers are full petaled, graceful interlacing. Plants about 2½ feet tall, with six to eight long, non-lateral stems per plant.

	Tr. Pkt.	¼ Oz.	Oz.
El Monte —Crimson	\$.40	\$.75	\$2.50
Los Angeles —Shell pink40	.75	2.50

AURORA

A splendid free flowering Aster, with large flowers, quilled centers and outer band of broad petals. Height 2 feet, fine for cutting. Blooms late August.

	Tr. Pkt.	¼ Oz.	Oz.
Golden Sheaf —(wilt resistant) yellow self	\$.40	\$.50	\$1.75



Aster Early Royal White

BEGONIA

Carmen —Dull bronze foliage with bright rose flowers	Tr. Pkt.
1/64 oz. \$1.75 1/32 oz. \$3.25	\$1.00
Christmas Cheer —Crimson	1/32 oz. 3.25 1.00
Indian Maid —Deep bronze, shiny leaf with red flowers	1.00
King of the Reds —Red flowers with green foliage. The dwarf habit of this begonia makes it suitable for pot plants or the border	1/64 oz. \$2.00 1/32 oz. \$3.75 1.00
Luminosa —Red	1/32 oz. \$3.00 1.00
Prima Donna —Carmine Rose	1/32 oz. \$3.00 1.00
Salmon Queen —Cinnabar red, very free blooming	1.00
Scandinavia —Pink flowers with dark green foliage. Bushy habit; good for pot plants	1/64 oz. \$2.25 1.00
White Pearl —Best white light green foliage	1/32 oz. \$2.75 1.00

BEGONIA TUBEROUS ROOTED

Camelia Flowered Mixed	Tr. Pkt. 1.00
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CALENDULA

August sowing will flower from December to February; Early October sowing to follow Chrysanthemums will bloom in February and March; while January sowing will bloom in April and May.

Sensation or Campfire Improved — Best of all Brilliant Orange. Scarlet Sheen	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
	\$.40	\$.60	\$ 2.00	\$ 6.50

Ball's Gold —Long stemmed, large, deep golden yellow	.40	.60	2.00	6.50
Ball Long Orange Improved —Bright golden yellow with light eye. The extra large flowers and long stems make an outstanding variety	.40	.60	2.00	6.50
Ball's Orange —Glowing Orange	.40	.60	2.00	6.50
Lemon Queen —Deep lemon yellow with dark brown eye. Contrasting colors make this yellow variety very effective	.40	.60	2.00	6.50
Ball's Supreme —Orange with dark brown center; unusually free flowering	.40	.60	2.00	6.50
Masterpiece —Long stemmed, clear orange flowers with dark center	.40	.60	2.00	6.50

CANTERBURY BELLS

Annual Canterbury Bell which blooms from seed in less than six months. Plants 2 to 2½ feet, bearing 6-8 flower spikes.

	Tr. Pkt.	1/4 Oz.	Oz.
Finest Mixed	\$.25	\$.50	\$ 1.50

CANDYTUFT

Candytuft should be sown in flats in January and transplanted when the first leaves appear. Plant into the bench or bed about February 15th; grow in a temperature of 45 to 50 degrees and a good crop may be secured by Memorial Day. **Candytuft Giant Hyacinth Flowered White** is the most satisfactory type for this method of culture.

	Tr. Pkt.	Oz.	1/4 lb.	lb.
Giant Hyacinth Flowered White — A very superior strain growing 1½ feet high with immense trusses of bloom. We believe it the finest strain to be had	\$.20	\$.75	\$ 2.25	\$ 7.50

UMBELLATA VARIETIES

	Tr. Pkt.	Oz.	1/4 lb.		Tr. Pkt.	Oz.	1/4 lb.
Crimson —Purplish red	\$.15	\$.50	\$ 1.25	Rose Cardinal —Deep red	\$.15	\$.50	\$ 1.25
Flesh —Flesh Pink	.15	.50	1.25	Rose —Soft rose	.15	.50	1.25
Lavender or Lilac	.15	.50	1.25	White	.15	.50	1.25



Begonia



Calendula



Candytuft Giant Hyacinth Flowered White

Carnation *Enfant de Nice*Centaurea *Americana*

CENTAUREA GIANT IMPERIALS

Excellent for cut flowers.

	Tr. Pkt.	Oz.
Brilliant Rose	\$.20	\$.60
Deep Lavender20	.60
Delicate Lilac20	.60
Yellow20	.60

CENTAUREA (Various)

	Tr. Pkt.	Oz.
Americana Lilac — Thistle-like blooms of a rosy-lavender color. Splendid for cutting.....	\$.15	\$.50
Americana White—White form of the above.....	.15	.50
Suaveolens — (Yellow Sweet Sultan or Grecian Cornflower). Very showy large bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well.....	.15	.45

CALLIOPSIS DWARF

This annual is very free flowering and recommended for bedding. If continued flowering is wanted old flowers must be removed.

	Tr. Pkt.	Oz.
Golden Wave—Golden yellows with red zone.....	\$.15	\$.25
Dazzler—Golden yellow with maroon center.....	.20	.50
Dwarf Varieties Mixed15	.30

CARNATION (Enfant de Nice)

One of the best annual Carnations. Plants are strong, robust growers bearing flowers 2½ to 3 inches in diameter on good stiff stems. Do not expect over 75% to come true to color and 90% double flowers.

	Tr. Pkt.	¼ Oz.
White	\$.50	\$3.00
Salmon50	3.00
Rose50	3.00
Red50	3.00
Spectrum Red—Intense Scarlet.....	.50	3.00
Yellow50	3.00
Mixed50	3.00

CELOSIA PYRAMIDALIS

	Tr. Pkt.	Oz.
Flame of Fire—Fine dwarf type. Fiery red.....	\$.50	\$3.00
Fiery Feather—Similar to Flame of Fire, but taller and with somewhat smaller plumes more freely produced40	2.50
Golden Feather—Habit same as Fiery Feather, but with golden yellow plumes40	2.50
Pride of Castle Gould—3 to 4 ft. Mixture of yellow, orange and red shades.....	.40	2.00
Thompsonii Magnifica Finest Mixed—Excellent Strain.....	.35	2.25

CELOSIA CRISTATA (Dwarf Cockscomb)

	Tr. Pkt.	Oz.
Dwarf Golden Yellow	\$.30	\$2.00
Dwarf Empress—Deep scarlet, bronzy green foliage.....	.30	2.00

CENTAUREA (Dusty Miller)

For Borders, Vases, Baskets, etc.

	Tr. Pkt.	Oz.
Candidissima—Silvery Gray foliage	\$.25	\$1.50
Gymnocarpa—Fine silvery foliage20	.50

CENTAUREA CYANUS (Cornflower)

Listed below are the finest improved Florist strains of Centaurea Cyanus. The flowers are large, fully double and the colors intensified. The extra long stems of this strain make them excellent for cut flower purposes. Responds to additional light.

	Tr. Pkt.	Oz.	¼ lb.	Lb.
Blue Boy—Excellent for forcing.....	\$.15	\$.40	\$1.25	\$4.50
Pinkie—Deep Pink15	.40	1.25	4.50
Red Boy—Deep Red15	.40	1.25	4.50
White15	.40	1.25	4.50

CHRYSANTHEMUMS (Annual)

Another group which is finding favor with florists for cut flower material. Chrysanthemums last remarkably well as a cut flower, but for best results, keep them in water for 24 hours before marketing. Sow in mid August to follow early Chrysanthemums. Responds very well to additional light.

	Tr. Pkt.	Oz.
Burridgeanum — White with Crimson and Yellow Ring.....	\$.15	\$.30
Eastern Star—Light Yellow.....	.15	.30
Eldorado — Bright yellow with dark brown disc. One of the best15	.30
Morning Star—Primrose Yellow15	.30
Evening Star—Sunflower Yellow15	.30
Northern Star—Pure White with Yellow Zone15	.30
W. E. Gladstone — Purple, Crimson and Yellow Zones.....	.15	.30



Chrysanthemum

CINERARIA

Siter's Rainbow Strain—This Cineraria carries immense flower heads, is compact in growth and has small round leaves. The medium large flowers range in colors from the bright-eyed types to the finer pastel shades.

Originator's Packets \$2.00 each

Tr. Pkt. 1/32 oz. 1/16 oz.

Cremer's Prize Strain—This strain has been greatly improved by the originator—has small foliage that is wilt-proof with tremendous heads of flowers of the brightest colors

\$1.50 \$4.50 \$8.00

Positively do not use soil that was previously used for Mums and especially so if your Mums were affected with Verticillium wilt or Seidewitz disease. Cinerarias are attacked by this wilt which is a soil born fungus. It will cause the lower leaves to wilt and die and then gradually kill the entire plant. The only prevention for this trouble is to use new field soil from seed flats to finished pot. If you do use old chrysanthemum soil be sure to sterilize it. **TO BE ON THE SAFE SIDE IT IS RECOMMENDED TO STEAM STERILIZE ALL SOILS BEFORE USING.**



Cineraria
Siter's Rainbow Strain

CLARKIA (Elegans Double)

For spring flowering sow in early January and grow in shallow soil in flats or benches. Keep plants on the dry side as vigorous growth is not wanted.

	Tr. Pkt.	Oz.
Alba —The best white.....	\$.20	\$.65
Brilliant —Bright deep rose. Very good color20	.65
Enchantress —Light salmon-pink20	.65
La France —Light salmon-pink20	.65
Orange King — Large, fully double Orange-scarlet. Excellent market variety20	.65
Salmon Queen —Medium light salmon-pink20	.65
Scarlet Queen —Glowing scarlet20	.65
Mixed20	.65

COBAEA SCANDENS

(Cup and Saucer Vine) Tr. Pkt. Oz.

Blue	\$1.50 1/4 lb.	\$.15	\$.50
White20	.80	

COLEUS

January sowing will produce good sized plants for spring sales. Coleus propagated from seed is less likely to have mealy bugs. Tr. Pkt. Oz.

Large Leafed Hybrids Giant Exhibition

Mixed—Newest large leafed varieties of superbly variegated foliage

\$2.00 1/32 oz. \$1.00

CUPHEA (Cigar Plant)

	Tr. Pkt.	Oz.
Firefly — Fiery cerise red with small delicately formed flower produced on compact plants50	

CYNOGLOSSUM

Blue Bird —Bright Blue	\$.20	\$1.00
Firmament — Flowers of rich vivid Indigo Blue, bushy, base branching, compact habit35	1.75

COSMOS

Hybrida Early Klondyke

	Tr. Pkt.	Oz.
Orange Flare — Single early flowering Orange	\$.25	\$.75
Sensation		
Pinkie —Delightful rose pink25	1.00
Purity —Glistening White25	1.00
Crimson — Deep red selection of Sensation25	2.50
Mixed25	1.00

Double Peerless Type or Double Sensation

This new double type Cosmos is of the Sensation type form of flower. It is early flowering and a heavy producer of flowers continuing to bloom over a long period.

	Tr. Pkt.	1/4 Oz.
Pink Lady — (New) — Delicate salmon Pink	\$.35	\$2.50
White Cloud — (New) — Beautiful soft velvet white35	2.50

Extra Early Double Crested or Anemone Flowered

	Tr. Pkt.	Oz.
Crimson King —(Carnelia)	\$.35	\$2.00
Pink Beauty —(Peach Blossom)35	2.00
White Queen —(Whirlwind)35	2.00
Finest Mixed35	2.00

Single Early

Crimson15	.40
Pink15	.40
White15	.40
Mixed15	.40

Late Mammoth Single

Lady Lenox Pink15	.30
Crimson15	.30
Lady Lenox White15	.30

DELPHINIUM PACIFIC STRAIN Vetterle & Reinelt

WE SUPPLY ONLY THE ORIGINATOR'S STRAIN

This is the finest strain of Delphinium yet introduced. From our personal observations in the field we find this has unquestionably proven to be the leader in Delphiniums of the better type. The flowers are immense in size, well set on strong, straight stems, do not shatter, and are 60 to 80% mildew resistant.

January sowing will produce flowers during the summer. August sowing and transplanting into the field during the fall will produce an early crop with large spikes. Delphinium require a well drained soil, neutral in reaction.

BLUE BIRD SERIES

This series can be recommended as being the **clearest medium blues with white bees**. They carry well formed round flowers $2\frac{1}{2}$ inches in diameter on very long, graceful spikes. **Fresh crop for July delivery.**

CAMELIARD SERIES

A **pure lavender self**, with **white bee**, individual flowers, are very round and flat. Excellent growing habits.

ROUND TABLE SERIES

This represents **all the color combinations of the Knights and their Ladies** which will eventually be introduced. This year some three hundred different crosses were used to make up this group.

BLACK KNIGHT

The individual florets, 2 to 3 inches in diameter, are **Dark Purple**, beautifully rounded form with heavy velvety texture. Very large well formed spikes.

Tr. Pkt. \$2.00 $\frac{1}{8}$ oz. \$4.00 $\frac{1}{4}$ oz. \$7.00 1 oz. \$24.00

GALAHAD SERIES

Flowers **Clear White**, averaging three inches in diameter, pyramidal spikes, good branching habit, strong whippy stems with a high percentage of mildew resistance.

Tr. Pkt. \$1.50 $\frac{1}{8}$ oz. \$2.75 $\frac{1}{4}$ oz. \$5.00 1 oz. \$16.00

KING ARTHUR SERIES

Brilliant Royal Violet with **large white bee**. Individual florets $2\frac{1}{2}$ inches in diameter, thin woody stems, small foliage, graceful spikes. Excellent for both cut flowers. Mildew resistance from 80 to 90%.

GUINEVERE SERIES

Light Pink Lavender self with **white bee**. Individual florets $2\frac{1}{2}$ to 3 inches in diameter, large spikes, excellent branching habits. For cut flowers and show purposes. Mildew resistance—50 to 70%.

SUMMER SKIES SERIES

Clearest Light Blue with **white bee**. Individual florets 2 to $2\frac{1}{2}$ inches in diameter. Thin woody stems with very strong branching habits. Ideal for cut flower purposes. Mildew resistance—40 to 60%.

Tr. Pkt. \$1.25 $\frac{1}{8}$ oz. \$2.50 $\frac{1}{4}$ oz. \$4.50 1 oz. \$14.00

	Tr. Pkt.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	1 oz.
Light Blue Shades	\$1.00	\$2.00	\$3.50	\$12.00
Dark Blue Shades	1.00	2.00	3.50	12.00
Lavender Shades	1.00	2.00	3.50	12.00
Pastel Shades	1.00	2.00	3.50	12.00
White	1.00	2.00	3.50	12.00
Pacific Hybrids Mixed	1.00	2.00	3.50	12.00

OTHER STRAINS

	Tr. Pkt.	Oz.
Blackmore & Langdon Strain	\$.50	\$3.00
Cliveden Beauty (Improved Belladonna)—Select strain. Turquoise Blue40	2.25
Bellamosum—Dark Blue. Of Belladonna habit of growth.....	.40	2.25
Gold Medal Hybrids—Large flowering. Tall25	1.50
Lamartine—Fairly deep bright marine blue. Excellent cut flower habit50	5.00
Wrexham Hybrids—Blending of light and dark shades.....	.50	5.00



CHINENSIS

	Tr. Pkt.	Oz.
Alba—Pure white	\$.35	\$2.00
Cambridge Blue35	2.00
Liberty Larkspur — Dark Blue.....	.35	2.00
Finest Mixed15	.75



Dahlia Unwin's Dwarf Hybrids



Didiscus Coeruleus



Dimorphotheca Double Hybrids

DAHLIAS

These are easy to raise from seed and are overlooked by many florists. Vast improvements have been made in these strains which come remarkably true to type and height. They are early flowering, blooming profusely the same year they are sown.

For small pot plant sales in the spring the seed should be started during January or February. To produce four inch pot plants for Mothers' Day sow the seed in November.

	Tr. Pkt.	Oz.
Unwin's Dwarf Ideal Bedding Mixed —Early flowering semi-double, 18 inches tall in a wide range of colors	\$.50	\$2.50
Coltness Hybrids —Dwarf single type; very free flowering; height 2 feet; choice mixed colors.....	.40	2.50

DIDISCUS

Responds to additional light

	Tr. Pkt.	Oz.
Coerulea —(Blue Laceflower)	\$.25	\$1.00

DIMORPHOTHECA (African Daisy)

Aurantiaca —Golden Orange. Splendid for cutting; well adapted for forcing.....	.25	1.00
Aurantiaca Hybrid Mixed20	.75
Spectabilis —Single daisy-like bloom; deep pink in color with shiny black center.....	.35	2.00
Double Hybrids Mixed (New)—These Dimorphotheca range in color from deep salmon orange to white with many intermediate shades. Plants grow about eight inches tall and about fourteen inches in diameter. Individual flowers are large and have a crested center. 1/4 oz.....	3.00	.50

DRACAENA

Australis —Broad leaved variety.....per ¼ lb.,	\$2.50	.20	.85	
Indivisa —Narrow green leaves. The popular kind for bedding or vases.....lb.,	\$4.00, per ¼ lb.,	\$1.25	.15	.40

EUPHORBIA

Heterophylla —(Annual Poinsettia)15	.50
Variegata —(Snow on the Mountain).....	.15	.30

FEVERFEW (Matricaria)

Double White —Excellent for cut flowers.....1/4 oz.,	\$1.75	.50
Golden Ball —Yellow40	2.00

GAILLARDIA PICTA

Indian Chief —Single bronzy red.....	.15	.50
Double Lorenziana —Finest mixed15	.40
Single Mixed15	.40

GOMPHRENA (Globe Amaranth)

Splendid everlasting, excellent for bedding

Globosa Rubra15	.35
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GOURDS (Ornamental)

Cave Man's Club —Knobby, club shaped, dark green15	.50
Large Varieties Mixed15	.25
Small Varieties Mixed15	.25
Warted —Mixed colors and shapes.....	.15	.30
La Montagne Silver Medal Strain — (originators seed)—Considered one of the best strains.....	.35	1.50

GREVILLEA (Silk Oak)

March sowing will make a good sized specimen by fall. June sowing will make 2 1/4 inch pot plants ideal for use in panning poinsettias.

Robusta —A splendid foliage plant; makes an ideal base for made-up holiday baskets; easily raised from seed25	.85
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GLOXINIA

From the time the seed is sown six months is required to mature this plant.

Mixed—This mixture consists of the most desirable Florist strains of the flexible leaf type Tr. Pkt. \$1.00

GYPSOPHILA (Baby's Breath)
(Annual)

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

	Oz.	1/4 lb.	1 lb.
Convent Garden Strain—Pure White.....	\$.25	\$.60	\$1.75
London Market Improved.....	.20	.60	1.60
Paris Market—White.....	.15	.40	1.00

HELIANTHUS (Double Sunflower) Tr. Pkt. Oz.

Sun Gold—Brilliant golden yellow, large double flowers, free flowering, 100% double; 4 to 5 feet tall. Fine for large basket work. Well worth a trial \$.15 \$.50

HELICHRYSUM MONSTROSUM
(STRAW FLOWER)

	Tr. Pkt.	Oz.
Canary Yellow	\$.15	\$.60
Crimson		
Fireball or Scarlet		
Goldenball		
Rose Carmine		
Rose Queen		
Salmon Queen		
Silverball		
Silvery Pink		
Violet Queen		
Finest Mixed		

IPOMEA

	Tr. Pkt.	Oz.
Clark's Mammoth Blue—(Heavenly Blue Improved)—plant in a dry sandy location and never apply fertilizer..... 1/4 lb., \$2.00	\$.25	\$.75
Cornell—Carnelian red bordered white, free blooming.....	.30	1.75
Pearly Gates—(New)—Lovely Lustrous White with creamy shading deep down in the throat. See Page 2 for complete description.....	.50	2.50
Scarlett O'Hara—Rich dark wine red or deep rosy crimson.....	.30	1.50
Noctiflora—(Moonflower)—Flowers at night..... 1/4 lb., \$1.00	.15	.40

KALANCHOE

For Christmas flowering shade the plants with black cloth from September 1st to October 10th from 5 P.M. to 8 A.M. each day and grow in a 60 degree house.

Blossfeldiana—A succulent pot plant that is of very easy cultivation; in form the flowers are similar to Bouvardia and in color a very bright scarlet 3 Tr. Pkts. \$2.50 \$1.00

Tom Thumb—A dwarf strain of Blossfeldiana. Ideal for pot plants. For best results sow seed in January..... 1/32 oz. \$9.00 2.50 \$5.00

KOCHIA

(Summer Cypress or Mexican Fire Bush)

Childsi—Improved strain10 .20

LILIUM

Lilium longiflorum praecox White Queen. Tr. Pkt. 1/8 oz.
Remarkably quick in blooming 12-15 months, pure white..... \$1.00 \$1.75

LINARIA

Excellent for combination work. Resembles a miniature snapdragon. When sown in January will make good material for combination pots for Mothers' Day.

Fairy Bouquet—Pastel shades; compact growing \$.20 \$1.25

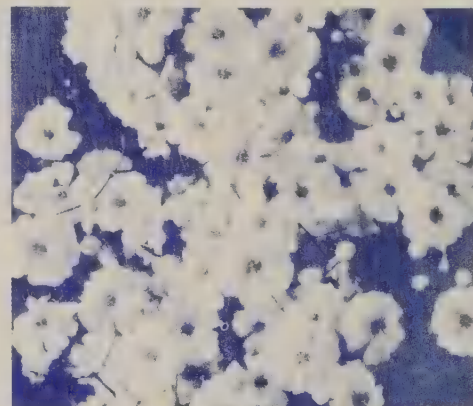
LUNARIA (Honesty)

Biennis Alba—Silvery seed pods..... Tr. Pkt. Oz.
\$.20 \$.60

LUPINUS (Annual)
New Giant King

A new improved strain. 3 to 4 ft. tall. King Lupinus have the base branching habit, with four to six long spikes to the plant. Each spike has from 25 to 50 more blooms than the Hartwegii type. The blooms are also a little larger. Sow seed in early October in pots and follow Chrysanthemums; will bloom in April and May.

	Tr. Pkt.	Oz.
King Blue—Oxford Blue..... 1/4 lb. \$1.50	\$.20	\$.60
King Sky Blue—Light Blue..... 1/4 lb. 1.50	.20	.60
King Heliotrope—Rosy purple..... 1/4 lb. 1.50	.20	.60
King White—Pure White..... 1/4 lb. 1.50	.20	.60
King Mixed..... 1/4 lb. 1.50	.20	.60



Gypsophila London Market Improved



Helichrysum Mixed



Ipomea Scarlet O'Hara

HARTWEGII

	Tr. Pkt.	Oz.
Sky Blue..... 1/4 lb. \$1.00	\$.15	\$.30
Rich Blue..... 1/4 lb. 1.00	.15	.30
White..... 1/4 lb. 1.00	.15	.30
Pink..... 1/4 lb. 1.00	.15	.30

LOBELIA

Sow Early to Get Best Results

	Tr. Pkt.	Oz.
Blue Gown—Clear deep blue without eye, compact habit.....	\$.40	\$2.75
Blue Stone—Dwarf bright blue, compact habit.....	.40	2.75
Cambridge Blue—Light Blue; large flowers, green foliage; compact.....	.40	3.00
Crystal Palace Compacta—Dwarf, dark blue; dark foliage.....	.35	2.00
Emperor William—Dwarf, clear blue without eye.....	.25	2.00
Mrs. Clibran Imp.—Dwarf blue, white eye.....	.40	3.00
Sapphire—Deep blue, white eye, trailing.....	.35	2.00

ANNUAL LARKSPUR

GIANT IMPERIAL or BASE BRANCHING

Tall, upright compact, basal branching in habit, the Giant Imperials have superseded all other types of Larkspurs for florists' and general garden use. The delphinium like spikes or double flowers, carried on stems 4' - 5' long, are compactly placed on the upright growing plants, requiring only about one-half the space needed for the old stock flowered type of Larkspur.



Larkspur

Larkspur seed may be sown directly in the open in the fall and will flower the following spring. There are two distinctly different methods used and each have a number of successful supporters. The first method is to sow the seed fairly early in the season about August 15th to September 15th. The small Larkspur seedlings will be sufficiently large enough when cold weather sets in to winter over when given a light mulch. The other method employed is to sow the seed in rows in late October or Early November so that it will not germinate until early next spring. This crop of Larkspur will generally come in shortly after Delphinium Belladonna.

	Tr. Pkt.	Oz.	Lb.
Blue Bell—Azure blue	\$.25	\$1.00	\$10.00
Blue Spire—Very deep violet blue.....	.25	1.00	10.00
Carmine King—Deep carmine rose.....	.25	1.00	10.00
Coral King—Coral pink white shaded.....	.25	1.00	10.00
Daintiness—Delicate lavender25	1.00	10.00
Dazzler—Rich scarlet25	1.00	10.00
Exquisite Pink Improved — Soft pink shaded salmon25	1.00	10.00
Exquisite Rose—Rose pink25	1.00	10.00
Gloria Improved—Deep Salmon Rose25	1.00	10.00
Lilac King—(New) — Rich lilac, fully double closely spaced florets40	2.50	
Lilac Spire25	1.00	10.00
Los Angeles Improved—Brilliant pink on Salmon25	1.00	10.00
Miss California—Deep rose on salmon.....	.25	1.00	10.00
Pink Perfection—Beautiful shade of lively light salmon pink35	1.50	
Pink King—Soft shade of salmon rose.....	.25	1.00	10.00
Rosalind—Rose suffused salmon25	1.00	
Sweet Lavender—Lavender color25	1.00	10.00
The Empress Improved—Salmon rose25	1.00	10.00
White King—Glistening white, huge flowers.....	.25	1.00	10.00
White Spire—Pure white, early25	1.00	10.00

LARKSPUR TALL DOUBLE STOCK FLOWERED

	Tr. Pkt.	Oz.	Lb.
Dark Blue—Violet purple	\$.20	\$.50	\$ 5.00
Lilac Supreme—Purplish lilac20	.50	5.00
Los Angeles—Brilliant pink on salmon.....	.20	.50	5.00
Rosamond—Pure deep rose20	.50	5.00
Rose Queen—Soft rose with salmon tinge.....	.20	.50	5.00
White20	.50	5.00

MARIGOLD GIGANTEA

A remarkable new sweet scented, robust growing extremely large flowered type, ideal for show purposes, florist use and garden decoration. It has also been tested and found good for greenhouse culture.

	Tr. Pkt.	Oz.
Orange Sunset—Deep, rich, lively orange.....	\$.35	\$1.75
Sunset Giants—A rich mixture of Deep Orange, Golden Orange, Light Yellow, Lemon Yellow.....	.35	1.75

TALL DOUBLE AFRICAN VARIETIES

Of comparative recent development, these all double strains produce practically 100% true double flowers.

		Tr. Pkt.	Oz.
Orange All Double—Rich Orange	1/4 lb. \$5.00	\$.30	\$1.50
Lemon All Double—Bright Lemon Yellow.....	1/4 lb. 5.00	.30	1.50
Prince of Orange Improved	1/4 lb. 5.00	.30	1.50
Lemon Queen	1/4 lb. 5.00	.30	1.50
Golden Emblem—A distinct shade of deep golden yellow30	1.25

MISSION GIANTS (Chrysanthemum Flowered)

	Tr. Pkt.	Oz.
Goldsmith—Rich golden orange	\$.40	\$2.00
Yellowstone—(New)—Clear golden yellow50	3.00



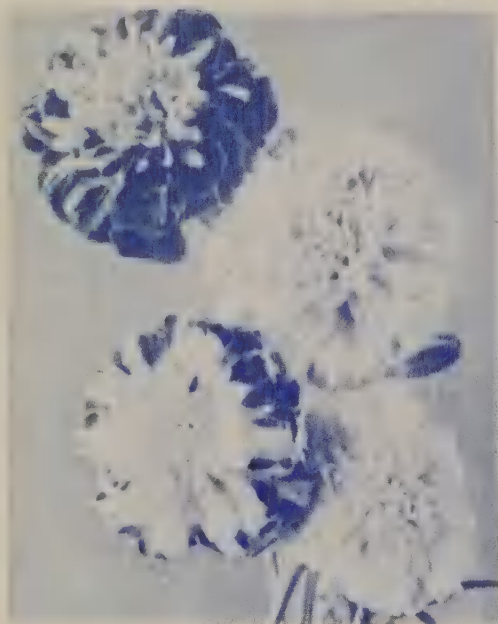
Marigold Gigantea Orange Sunset

CARNATION FLOWERED

We are glad to be able to list additional colors of the ever popular SUPREME marigolds. One of the best of all marigolds for cutting. Odorless foliage.

	Tr. Pkt.	Oz.
Guinea Gold —Reselected Strain, Orange, loosely ruffled flowers. 2 - 2 1/2 feet.....	1/4 lb. \$4.00	.25 \$1.25
Orange Supreme —Deep orange30	1.50
Golden Supreme —Bright golden orange30	1.50
Yellow Supreme	1/4 lb. \$5.00	.25 1.25

MARIGOLDS



Marigold Dwarf Harmony Hybrids

DWARF GIGANTEA

Pot O'Gold—

Deep golden orange, 100% all double..... \$.50 \$4.00

Gypsy Jewels — A mixture of various shades of yellow and orange. Plants dwarf compact and neatly formed

.45 3.75



Marigold Dwarf Gigantea Gypsy Jewels

TALL FRENCH

Josephine — (Single) — Dark crown with edging of gold and a glint of crimson..... \$.15 \$.50

Liebs Winter Flowering — Deep brown with yellow center

.35 1.75

Liebs Winter Sunshine —

Golden Yellow, orange center

.50

HARMONY TYPES

	Tr. Pkt.	Oz.
Golden Harmony —		
Luminous golden yellow	\$.25	\$1.25
Harmony — Deep orange center petals flanked by wide dark maroon brown petals25	1.00
Harmony Hybrids —Dwarf attractive mixture of harmony type; crested flowers.....	.30	1.50
Harmony Mixture Tall Double —Tall growing form of Harmony Hybrids30	1.50
Spotlight —Yellow center; red guard petals30	1.50

DWARF FRENCH VARIETIES

	Tr. Pkt.	Oz.
Fire Cross —Single, saffron, orange with brown, red center	\$.15	\$.40
Golden Ball —Extra large double golden yellow flowers. Plants are dwarf and compact25	1.00
Legion of Honor —Single golden yellow with crimson spot15	.40
Lemon Ball —Double yellow flowers.....	.25	1.00
Double Monarch Strain Mixed —Compact type. A wide range of colors. ¼ lb., \$2.0020	.75
Dwarf Royal Scott All Double — Rich mahogany and gold35	1.75
Scarlet Glow — Mahogany turning to orange scarlet35	1.75

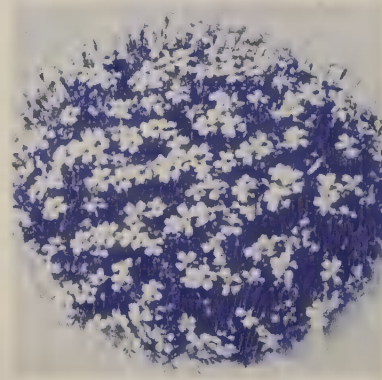
MINIATURE

	Tr. Pkt.	Oz.
Butterball —(New)—		
Dwarf. Soft Butter Yellow ¼ oz.,	.75	\$.40 \$2.50
Melody —(New)—Dwarf.		
Double, Brilliant Orange ¼ oz.,	.75	.40 2.50
Spry —Yellow crested center, mahogany-red guard petals ¼ oz.,	.75	.40 2.50
Yellow Pigmy — Very dwarf compact plants about 8 inches tall. Free flowering with lemon yellow blooms35	2.00

TAGETES SIGNATA PUMILA
(Mexican Marigold)

Small single flowered marigold with finely cut foliage. Very free flowering. Growing 6 to 10 inches in height it may be used in combinations as well as for bedding. Will stand adverse weather conditions well.

Little Giant—Deep orange, free flowering \$.25 \$1.25



Tagetes Signata Pumila "Little Giant"



Nasturtium

MIGONETTE

Valuable for cutting on account of its fragrance. Seed sown in September will flower in late winter. January sowing will bloom in May.

Giant New York Market — Selected Tr. Pkt. Oz.
Florist Strain \$1.00 \$6.00

NASTURTITIUM DOUBLE GLEAM

Golden Gleam —Golden yellow, sweet scented, long stemmed.....	Oz. 1/4 Lb. Per Lb.		
	\$.15	\$.35	\$ 1.00
Moon Gleam —Light golden cream	.15	.40	1.25
Orange Gleam —Deep glowing golden orange	.15	.40	1.25
Salmon Gleam —Delicate golden salmon	.15	.40	1.25
Scarlet Gleam —Scarlet, sweet scented	.15	.35	1.00
Glorious Gleam Hybrids Finest Mixed —Wide assortment colors, sweet scented	.15	.40	1.00

NASTURTITIUM DWARF DOUBLE

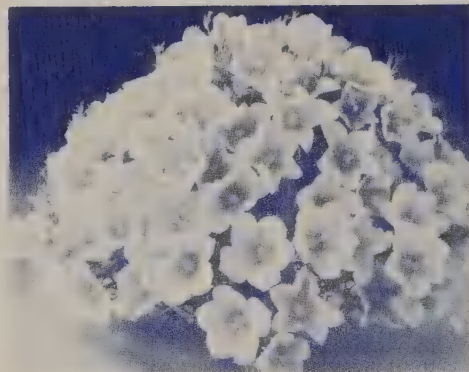
Golden Globe —Golden yellow, sweet scented	\$.15	\$.40	\$ 1.25
Gem Mixture —Dwarf compact gem-like plants, excellent color range, sweet scented	.15	.40	1.25

NIEREMBERGIA—(Dwarf Cup Flower)

Sow seed early to have plants in flower for Decoration Day. Excellent plant for edging and general bedding work. Will flower profusely during entire summer.

Purple Robe — (New) — See page 3 for complete description.

Tr. Pkt.	1/32 oz.
\$.75	\$2.00



Nierembergia



Pansy

NEMESIA NANA COMPACTA

Dwarf habit. Branches freely from base. Excellent for pots and combination work.

	Tr. Pkt.	1/4 oz.
Aurora —Carmine red with white lip.....	\$.25	\$.60
Blue Gem Improved —Myosotis blue, free flowering	.25	.60
Fire King —Brilliant scarlet-crimson, large flowers	.25	.60
Orange Prince —Rich orange large flowers	.25	.60
Superbissima Mixed —Large flowered bright shades	.25	.60

NEMESIA STRUMOSA GRANDIFLORA

Large flowered and long stemmed. August sowing grown in shallow soil will make excellent cut flowers in December and January. October sowing will produce a crop in the spring. May also be grown in large pots with a number of plants planted in each pot.

	Tr. Pkt.	1/4 oz.		Tr. Pkt.	1/4 oz.
Blue	\$.25	\$.60	Rose	\$.25	\$.60
Cherry Red	.25	.60	Scarlet	.25	.60
Orange	.25	.60	White	.25	.60
Finest Mixed —Very bright mixture.....	.25	.60			

NICOTIANA AFFINIS (Ornamental Tobacco)

Showy sweet scented annual plants, giving a continuous display of Summer flowers.

	Tr. Pkt.	Oz.
White —Fragrant	\$.15	\$.40
Crimson Bedder —Compact, Deep Crimson	.25	1.75
Rose and Pink Shades	.25	.75
Suaveolens —(Miniature White)—white; fragrant; 1 1/2 ft.....	1/16 oz.,	\$1.00 .50

PANSIES

Gloectner's Superfine "Non Plus Ultra"—This strain has large, fine flowers of superb texture and excellent markings. It is made up of fourteen separate colors so blended that it gives a perfect color balance to the mixture. It is without question a perfect strain for the commercial trade.....

Gloectner's Exhibition Mixed	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
	\$1.00	\$1.50	\$2.75	\$10.00
Roggli Swiss Giant Imp. Mixed	.75	1.25	1.75	6.50
Coronation Gold —Canary yellow; lower petals flushed golden orange, slightly spicy scented	.75	1.25	2.25	8.00
	.75	1.50	2.75	10.00

SWISS GIANT SEPARATE COLORS

Roggli's Giant Alpenglow —Cardinal shades	\$.75	\$1.25	\$2.25	\$ 8.00
Roggli's Giant Berna —Dark violet blue	.75	1.25	2.25	8.00
Roggli's Giant Blue —(Ullswater)—Rich clear blue	.75	1.25	2.25	8.00
Roggli's Giant Luna —Sulphur yellow self	.75	1.25	2.25	8.00
Roggli's Giant Pure White	.75	1.25	2.25	8.00
Roggli's Giant Rheingold —Yellow with blotch	.75	1.25	2.25	8.00

PEPPERS

Florists have been looking for a greater variety of potted plants for fall and Christmas. The Ornamental Pepper which is easily grown from seed and gives satisfaction as a house plant should be a valuable addition to this class. The seed we offer is from careful single plant selections which possessed the following desirable characteristics: Good habit of growth. Quantity and color of berries and plants that carried them well above the foliage. We consider the varieties listed below the best in their type.

CHRISTMAS CANDLE

A new type Christmas pepper bearing large quantities of medium candle-like fruit held erect on the plant.

Sow June 1st for finished plant in September.

Sow June 18th for finished plant in November.

Sow July 1st for finished plant at Christmas. PINCH TWICE.

LONG POINTED

A fine selection of long pointed type Christmas pepper, Fruit somewhat smaller than Christmas Candle. This type carries large quantities of fruit, is a good grower and grows erect. When the fruit ripens it turns from white to yellow and orange, then to a lively scarlet.

Sow July 1st for Christmas. PINCH ONCE.

BIRDS EYE

This is the ever popular birds eye pepper or holly berry type. Makes a good dwarf plant literally covered with small round peppers about twice the size of a pea. The fruit is born on top of the foliage, making it an excellent type for Christmas use.

Sow July 1st for Christmas. PINCH ONCE.

YELLOW KING

A long pointed golden yellow pepper. This variety is somewhat taller and just a trifle loose in its habit, however for make up work it is excellent, if you need a pepper of this color.

Sow July 1st for Christmas. PINCH ONCE.

Trade Packet \$1.25

SOLANUM PSEUDO CAPSICUM

CLEVELAND CHERRY

An exceptional selection of Solanum. Fine dwarf habit of growth carrying large quantities of bright red fruit held well erect over the foliage.

Sow February 1st for Christmas.

Grow in the field and not in pots. Lift from the field and pot up about September 10th. Pinch only as needed to prevent uneven growth.

YELLOW QUEEN

Identical to the red type Solanum except that the fruit is golden yellow.

Sow February 1st for Christmas.

Grow in the field and not in pots. Lift from the field and pot up about September 10th. Pinch only as needed to prevent uneven growth.

Trade Packet \$1.00



Pepper Christmas Candle



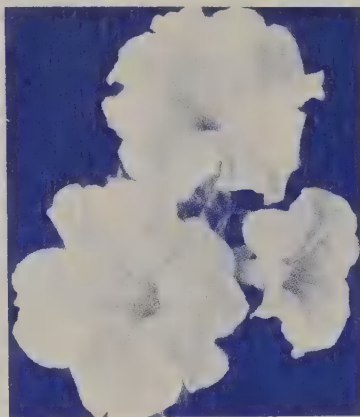
Solanum

PLEASE NOTE: The sowing dates as given are for the latitude and vicinity of New York City. If you are located farther north it would be well to sow a little earlier. If you are located to the south with more sunshine and a later fall it is suggested that you sow a little later. Sowing dates must vary depending on your particular location. PEPPERS and SOLANUMS are heavy feeders therefore do not allow the plants to become starved but keep them growing at all stages. They must be fed regularly, even when in fruit to maintain good color of foliage and berries.

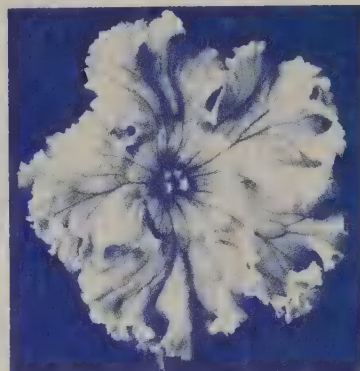
PETUNIAS



Petunia Rose of Heaven



Petunia Grandiflora Plain Edged White Cloud



Petunia Grandiflora Single Fringed Theodosia

HYBRIDA NANA ERECTA
(Dwarf Hybrid Class)

	Tr. Pkt.	1/4 oz.	Oz.
Blue Bedder —Mid Blue	\$.50	\$1.00	\$3.00
Celestial Rose Improved — Deep rose very compact50	1.50	4.00
Commander — White star on bright crimson50	2.75	
Cream Star —Creamy white50	1.75	6.50
First Lady —Soft light pink. 1/8 oz., 6.00; 1/16 oz., 3.50; 1/32 oz., 2.0050		
Glow —Dazzling carmine red50	5.00	
Heavenly Blue Improved — Light Blue40	1.75	6.50
Howard Star Improved — Velvety purple, pure white star35	1.50	5.00
King Henry — Rich velvety red. Dwarf and large flowered. 1/32 oz., 1.25; 1/16 oz., 2.25; 1/8 oz., 4.0050		
Radiance (Hybrida) —Rich rose or cerise with golden throat50	2.00	7.00
Ladybird —Bright carmine overlaid with scarlet	1.00		
Rose of Heaven —Rose Pink35	.75	1.75
Rose of Heaven Improved — Very dwarf50	1.00	3.00
Rose Queen Improved — Intense brilliant rose50	3.00	
Rosy Morn —Rose, white throat35	.75	2.50
Rosy Morn Improved —Very dwarf50	1.00	3.00
Salmon Supreme — Light salmon white throat, 1/16 oz., 1.25; 1/8 oz., 2.0050		
Snowball — Pure white, very compact25	.50	1.75
Topaz Queen —(Hybrida)— Extra dwarf. Scarlet Rose50	2.75	10.00
Twinkles — Brilliant rose starred white35	1.50	
Velvet Ball — Deep Velvety Blood Red. 1/32 oz., 1.5075		
Violet Blue — Compact habit; rich violet blue50	1.75	6.00
Violacea —Deep velvety purple50	1.00	3.00
Choiced Mixed25	.50	1.75

GRANDIFLORA SINGLE PLAIN EDGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Admiration — Velvety blue spotted white	\$.75	\$1.75	\$3.00
Blue Beauty — Distinct shade of violet blue50	1.25	2.25
Elks Pride Improved — Best large dark velvety purple.....	.75	1.25	2.00
Dwarf Elks Pride — Same color as above but much more dwarf	1.00	1.50	2.00
Pink Glory Improved — Flame Rose Pink, very compact75	1.75	3.00
Queen of the Market — Deep Carmine Red, very dwarf50	1.25	2.25
Silver Seam —Dark blue with edge of petals clearly seamed white75	1.50	2.50
Snowstorm Improved — Glistening white, shaded yellow in throat.....	.75	1.75	3.00
Velvet Flame —Crimson75	1.50	2.50
White Cloud — Pure white, dwarf, compact75	1.50	2.50

BALCONY PETUNIAS

	Tr. Pkt.	1/4 oz.	Oz.
Black Prince — Deep rich velvety crimson	\$.50	\$2.00	\$7.00
Blue —Rich Indigo35	1.25	4.00
Crimson —Velvety35	1.00	3.00
Rose —Brilliant35	1.25	4.00
Balcony Rosy Morn — Pink with white throat50	2.00	
White —Pure White35	1.25	4.00
Mixed Colors35	1.25	4.00

PETUNIA RUFFLED NANA COMPACTA

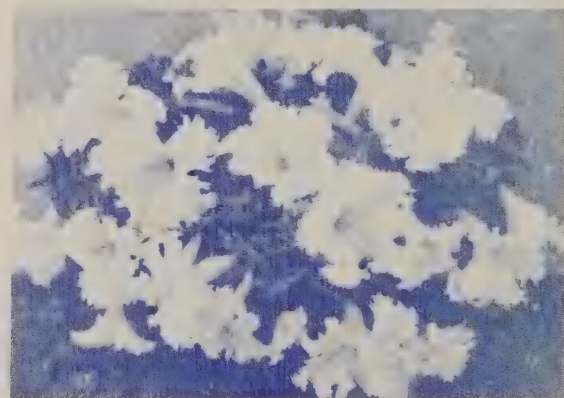
	Tr. Pkt.	1/64 oz.	1/32 oz.
Betsy Ross —Red and white blooms with golden and dark red throats	\$.50		\$1.25
Ruffled Grandiflora Nana Com- pacta Mixed — See page 4 for complete description75	1.25	2.25

PETUNIAS

GRANDIFLORA COMPACTA SINGLE FRINGED OR DWARF ERFURT

For fringed flower and compact growth this class is considered extremely valuable.

	Tr. Pkt. 1/64 oz. 1/32 oz.		
Gaiety —Rose and white, daintily fringed, free flowering	\$1.00		
Gottfried Michaelis — Velvety magenta crimson, dark throats50	\$1.50	\$2.50
Lace Veil — Pure white, large flowers, free flowering.....	1.00	2.00	3.50
Setting Sun —Brilliant deep rose, dark throats	1.00	2.00	3.50
Finest Mixed	1.00	2.00	3.50



Petunia Lace Veil

GRANDIFLORA SINGLE LARGE FLOWERING FRINGED

	Tr. Pkt. 1/64 oz. 1/32 oz.				Tr. Pkt. 1/64 oz. 1/32 oz.		
Dainty Lady —Very Pale Yellow.....	\$1.00			Romany Lass —			
Golden Jubilee — Rose Carmine; golden throat.....	1.00			Deep crimson, deeper throat.....	\$.75	\$1.50	
Maculata — Attractive Rose and White75	\$1.50	\$2.50	Royal Purple —(Marine)75	1.50	
Miranda — Rose carmine, dark throats75	1.50		Steel Blue —(Fimbriata Coerulea) medium blue75	1.50	
Pink Triumph —Bright rose pink.....	.75	1.50		Theodosia Improved —			
Pride of Portland —Deep Pink75	1.50		Largest fringed rose, gold throat75	1.75	\$3.00
Rapture — Orchid Rose with golden throat75	1.50	2.50	White Beauty75	1.25	
				Fluffy Ruffles Mixed50		1.25



Petunia

DWARF GIANTS OF CALIFORNIA

Ramona Strain—A dwarf sturdy growing type especially suited to pot culture. Flowers are beautifully ruffled and fringed with open well marked throats.

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
\$1.00	\$1.75	\$3.00	\$5.00	\$9.00

Dwarf Continental Giants—A selected dwarf strain in an exceptionally fine mixture.

Trade Packet \$1.50

CALIFORNIA RUFFLED GIANTS

(Large Throated)

	Tr. Pkt. 1/64 oz. 1/32 oz.		
Coppery Red —Coppery scarlet, dark throat	\$.75	\$1.50	\$2.50
German Empress —Lilac veined, purple throat75	1.50	2.50
Glamour —(New)—Salmon rose, delicately veined brown in the creamy throat. An All America selection75	1.75	3.00
Prince of Wuertemberg — (Black Prince)—Dark crimson, black throat75	1.50	2.50
Princess of Wuertemberg —Rose, deep garnet throat75	1.50	2.50
Rheingold —Large white, bright yellow throat75	1.50	2.50
Robin Hood —Dark crimson, dark throat75	1.50	2.50
Silver Rose —Silvery rose, large veined throat75	1.50	2.50
Supreme Strain — Large ruffled flowers in Rose and Pink shades	1.00	2.00	3.50
Mixed75	1.50	2.50



*Petunia Giants of California
Supreme Strain*

*Petunia All Double**Phlox Grandiflora Art Shades Mixed**Poppy Nudicaule*

PETUNIA

ALL-DOUBLE FLOWERED STRAINS

	Tr. Pkt.	3 Tr. Pkts.	1/64 oz.	1/32 oz.
Amaranth Red —Just as dwarf as Gottfried Michaelis with the same beautiful Amaranth Red Color	\$2.00	\$5.00	\$6.50	\$12.50
Blue Brocade —Large fringed flowers of a rich violet blue	2.00		8.00	15.00
Loveliness —La France pink; identical in every way except color to our World Beauty	2.00	5.00	6.50	12.50
Orchid Beauty —Orchid or Light Lilac, heavily veined, deeper Lilac or Violet.....	2.00	5.00	6.50	12.50
World Beauty Dwarf —(Rosy Carmine)—Beautiful large Rosy Carmine-Pink flowers. Finely fringed, particularly desirable for pot plants and bedding. One of the best of Dwarf Double Petunias.....	2.00	5.00	6.50	12.50
White — This is equalled in dwarfness to our Victorious Mixed and World Beauty	2.00	5.00	6.50	12.50
Victorious Dwarf Mixed — (All Double. Giant Fringed) — This mixture is a special blend of separate colors containing many bright and intermediate shades of Double Dwarf Giant Fringed Petunias.....	2.00	5.00	6.00	11.00

This strain has the largest percentage of All Double Flowers introduced to date. It has no Single Flowers, being either Double or Semi-Double. Because of high breeding the above varieties cannot be expected to germinate one hundred percent.

PHLOX DRUMMONDI

GRANDIFLORA (Tall Growing)

Can be sown directly in the open when soil is fairly warm, normally during May for summer cut flowers.

	Tr. Pkt.	Oz.
Alba —Pure White	\$.25	\$1.50
Brilliant —Clear Rose, Dark Eye.....	.25	1.50
Chamois Rose —Carmine Eye25	1.50
Coccinea —Scarlet25	1.50
Lilac —Lilac with White Eye.....	.25	1.50
Isabelliana —Primrose Yellow25	1.50
Rosy Morn — (New) — Deep Rose Pink with white eye50	2.50
Red Glory —(New)—Brilliant Red with creamy white eye, an all America selection75	
Art Shades Mixed40	2.00

NANA COMPACTA

This Season's Seed Crop Sold Out

POPPY NUDICAULE (Iceland Poppy)

GIANT FLOWERING STRAINS

	Tr. Pkt.	Oz.
The Emperor — Extremely large flowered, orange	\$.40	\$4.50
The Empress —Very large flowered, delightful salmon Rose shades40	4.50
Amurenses Yellow —Fine large flowered, yellow40	4.50
El Monte —Deep tangerine, orange.....	.25	2.50
Fakenham Hybrids —Fine strain.....	.25	2.50
Gartref Strain — Pastel colors, picotee markings35	4.00
Sanford's Giants —Finest Mixed, vigorous growers, long stems, fine colors...	.30	3.00

PORTULACA

	Tr. Pkt.	Oz.
Double — Larger flowering Mixed. Extra fine quality	\$.25	\$2.25
Single —Large flowering Mixed.....	.15	.50

PRIMULA OBCONICA

We offer Primula Obconica subject to arrival
of the seed

	Tr. Pkt.
Mueller Rose —Pure rose.....	\$1.50
Mohnstein Red —Dark blood red.....	1.50
Friesdorf Lachrosa — (Salmon)	1.50
Fasbender —Red	1.50
Veilchenblau — (Novelty) — Beautifully clear deep to violet blue. Large flowers slightly fringed	1.50
Sanguinea Bayernblut — Deep dark blood-red....	1.50
Schneelawine — (Snowfall) — Pure white very free blooming	1.50
Konigsee — Light blue, yellow center, very attractive	1.50

PRIMULA MALACOIDES "ERIKSSONI"

	Tr. Pkt.
Brilliancy —Attractive dark red.....	1.00
Baby Alba —Pure white	1.00
New Baby —Extra large, fairly deep rose.....	1.00
Baby Rose —Compact growth, extra deep rose....	1.00

PRIMULA MALACOIDES

	Tr. Pkt.
Springtime —Rich salmon pink florets. Good type foliage. Very excellent pot plant variety.....	\$2.00
Double Fairy Jewels —Rich rose pink florets lying flat in double rows. When fully opened the color is deeper	1.50
Enchantress —Beautiful soft salmon rose. The well rounded flowers are 7/8—1" in diameter and produced in profusion.....	1.50
Snowflake —Flowers are pure, shimmering, snow white	1.00
Giant Malacoides Mixture	1.00

QUEEN ANNE'S LACE FLOWER

	Tr. Pkt.	Oz.
Flowers are white, similar to wild carrot. Good filler for retail work, may be dyed.....	\$.15	\$.75

RUDBECKIA

	Tr. Pkt.	1/4 oz.	Oz.
Hirta Autumn Tints — Bronzy Autumn shades; petals stand out; do not drop; 4 inch flowers	\$.35		\$2.00
Kelvedon Star — Long stemmed cutting strain. Yellow, Orange and mahogany shades with dark centers	\$.25	\$.50	\$1.75



Portulaca



Primula Springtime



Rudbeckia Autumn Tints

RICINUS (Castor Beans)

Zansibariensis Mixed—Very richly colored foliage. Enormous plant, on good soil growing 10' high. Oz., 20c Per lb., \$2.25

SALVIA

	Tr. Pkt.	1/4 oz.	Oz.
America —(Globe of Fire).....	\$.50	\$1.25	\$4.00
Bonfire —(Clara Bedman)50	1.25	4.00
Fire Magic —Earliest and dwarfest Salvia; very fine65	2.00	7.00
Harbinger —Early flowering dwarf, bright scarlet50	1.25	4.00
Splendens —Tall growing50	1.00	3.00
Firebrand —Extra early, very dwarf scarlet.....	.50	1.25	4.00
Zurich —Dwarf very early scarlet50	1.25	4.00

MISCELLANEOUS

Farinacea Blue Bedder —Deep blue.....	.50	1.00	3.00
Farinacea Royal Blue —More intense color than Blue Bedder	1.00	3.00	10.00

SALPIGLOSSIS EMPEROR or SUPERBISSIMA
(Painted Tongue)

	Tr. Pkt.	Oz.
Brown and Gold	\$.25	\$1.25
Crimson25	1.25
Crimson and Gold25	1.25
Faust —Black25	1.25
Light Blue and Gold25	1.25
Purple25	1.25
Purple and Gold25	1.25
Rose and Gold25	1.25
Rose Crimson and Gold50	2.50
Scarlet and Gold25	1.25
Velvety Red25	1.25
Violet25	1.25
Violet and Gold25	1.25
White and Gold25	1.25
Yellow —Golden Yellow25	1.25
Finest Mixed20	1.00

SAPONARIA VACCARIA

January 15th sowing in shallow flats will flower for Mothers' day.

Rosea (Gloectner Strain) — Used in same manner as "Baby's" breath; feathery pink flowers.....	Tr. Pkt.	Oz.
	\$.25	\$1.00

SCABIOSA
LARGE FLOWERED TALL DOUBLE
(Old Maid's Pincushion)

This long stemmed, free flowering annual is gaining great popularity as a summer cut flower. Every retail grower should have a good supply all summer. This flower is easily grown when seeded in April and transplanted out of doors.

	Tr. Pkt.	Oz.		
Ageratum Blue —Mid blue	\$.15	\$.50	Rosette —30 1.50
Azure Fairy —Azure blue15	.50	Rose15 .50
Blue Cockade —Deep blue15	.50	Shasta —Pure white, very large15 .50
Cattleya —Rich rosy lilac, orchid tone15	.50	Special Mixture15 .50
Coral Pink —Rich pink15	.50		
Cherry Red or Crimson15	.50		
Fire King —Fiery scarlet15	.50		
King of the Blacks —Reddish black15	.50		
Loveliness —Salmon rose shades15	.50		
Peach Blossom15	.50		

IMPERIAL GIANTS

Blue Moon —Flowers composed entirely of broad heavy wavy petals. Rich Deep Lavender Blue.....	.40	2.50
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Salpiglossis Emperor Finest Mixed



Scabiosa Imperial Giants Blue Moon

SCHIZANTHUS

Late summer sowing planted after early Chrysanthemums should flower in March. If additional light is use from October 25, blooming will start in January.

	Tr. Pkt.	1/4 oz.	Oz.
Blackmore and Langdon Blotched Strain —Dark and light shades, each flower with contrasting dark extra large blotch, large flowers, free flowering, 18 inches	\$.50	\$ 1.50	\$ 5.00
Excelsior Compactus Finest Mixed — Popular shades, compact, 6" pyramidal, very free flowering, excellent for pot plant use50	1.50	5.00
Brilliant Blend —Dark bright colors, suitable for cutting. If properly pinched will make a good pot plant50	1.25	4.00
Bridal Veil —Pure White50	1.25	4.00

SMILAX

	Tr. Pkt.	Oz.
A well known greenhouse climber	1/4 lb., \$1.50	\$.20 \$.50

STATICE SINUATA

	Tr. Pkt.	Oz.
Kampf's Tall Improved —Deepest blue	\$.20	\$.60
Lavender15	.30
Rosea Superba15	.30
Snow White —Greatly Improved White15	.30
Market Growers Blue —Deep blue15	.30
Yellow —(Bonduelli)15	.30
Choice Mixed15	.30

STATICE SUWOROWI

Russian or Rat Tail Statice

	Tr. Pkt.	Oz.
A very ornamental variety with long graceful spikes of rose pink flowers. Seed sown early outdoors will bloom in July. For the greenhouse seed started in October and spread on light shallow soil will flower from February to May. 45 degrees is best temperature	\$.25	\$.75

THUNBERGIA—Black Eye Susan

	Tr. Pkt.	Oz.
Mixed	\$.15	\$.50

TITHONIA—Mexican Sunflower (Early Flowering Strain)

	Tr. Pkt.	1/4 oz.
Speciosa —Bright orange vermillion resembling large single African Marigolds. A good cut flower. Start early to get outdoor bloom by mid-summer	\$.25	\$.75

TORENIA

Good spring and summer pot plant. Sow seed in February and grow in a warm temperature. Ideal for bedding work, will do well in full sun or partial shade.

	Tr. Pkt.	Oz.
Fournieri Grandiflora —Blue	\$.35	\$ 2.50



Schizanthus



Statice Sinuata



Torenia Fournieri Grandiflora

STOCKS

Stocks are very satisfactory for Winter and Spring flowering. Sowing the seed in August and benching in October, the first flowers may be cut before Christmas if additional light (40-60 watt lamps spaced 5 feet) is used. Without this aid the crop will come into flower in January. Continuity of bloom may be obtained by successive sowings. The non-branching type, which has come into general use, should be planted 3 inches in the row and 6 inches between rows, producing a single stem. The branching types should be planted 8 x 8 inches and topped when 6 inches tall to produce side shoots of sufficient length.

Flowering of stocks only occurs when the temperatures are below 60 degrees for the greater part of the night. To secure the greatest percentage of doubling the largest and most vigorous plants should be selected.

NON-BRANCHING

(Excelsior Column Stocks)

	Tr. Pkt.	1/4 oz.	Oz.
Dark Blue	\$1.00	\$2.50	\$9.00
Gardenia—Shimmering glistening white	1.25	3.50	12.00
Malmaison Pink	1.00	2.50	9.00
Ruby	1.00	2.50	9.00
Silvery Lilac—Lavender.....	1.00	2.50	9.00
White	1.00	2.50	9.00
Yellow Wonder—(New)—Rich creamy yellow with full double florets well arranged on long spikes	1.00	3.50	12.00

GIANTS OF CALIFORNIA

(Branching)

This group of branching Stock is gaining in popularity for forcing. They are early flowering; with large individual florets.

	Tr. Pkt.	1/4 oz.	Oz.
Pacific—Blue	\$.35	\$1.00	\$3.50
Red Woods—Blood red35	1.00	3.50
Rose Light—Bright Rose.....	.35	1.00	3.50
Tahoe—Lavender35	1.00	3.50
Santa Maria—White35	1.00	3.50
Santa Barbara—Chamois35	1.00	3.50

Sowing Dates of Column or Non-Branching Stock for Various Blooming Dates

Time of sowing	Flowering
August 1	January
September 1	February
October 1	March
November 1	April
December 1	May
January 1	Mother's Day
February 1	June
February 15	June 15



STOCKS — Continued

BISMARCK OR BRANCHING STOCKS

Early Giant Imperial

This class continues to be popular with the florist for a cut flower. It is also excellent for bedding.

	Tr. Pkt.	1/4 oz.	Oz.
Buttercup—Rich Yellow.....	\$.35	\$1.00	\$3.00
Chamois—Ivory, tinted Old Rose.....	.35	1.00	3.00
Dark Blue or Purple.....	.35	1.00	3.00
Elk's Pride—Rich deep purple.....	.35	1.00	3.00
Fiery Blood Red.....	.35	1.00	3.00
Flesh—Bright Flesh.....	.35	1.00	3.00
Golden Rose—Light golden Rose.....	.35	1.00	3.00
Lavender—Silvery Lilac.....	.35	1.00	3.00
White.....	.35	1.00	3.00

DWARF TEN-WEEK (Large Flowering)

For Pot Plants and Bedding

	Tr. Pkt.	1/4 oz.	Oz.
Blood Red	\$.35	\$.75	\$2.25
Lavender35	.75	2.25
Canary Yellow35	.75	2.25
Carmine Pink35	.75	2.25
Purple35	.75	2.25
White35	.75	2.25
Deep Rose35	.75	2.25
Mixed—All colors35	.75	2.25



Plant of Stock Dwarf Ten Week



SWEET PEAS

EARLY OR WINTER FLOWERING

PINK

	Oz.	¼ lb.	Lb.
Annie Laurie—Pure rose pink	\$.35	\$1.00	\$3.50
Ball Rose Improved—Cerise pink.....	.45	1.40	4.00
Boon—Deep coral pink35	1.35	4.50
Daphne—Soft salmon pink35	1.00	3.50
Jeanne Mamitsch—Rich pink35	1.40	3.50
Josie—			
Brilliant rose pink, long stems35	1.25	4.00
Laddie Improved—Long stemmed			
giant rose, pink35	1.00	3.50
Majestic Rose—Deep brilliant rose			
pink35	1.00	3.50
Rose Queen Improved—Rose pink	.35	1.00	3.50
Shirley Temple—			
Delightful soft rose pink40	1.40	5.00
Zvolaneck's Rose35	1.00	3.50

BLUE

Blue Bonnet—Best clear blue35	1.00	3.50
Early Magic—Delicate Mauve	1.50	5.50	
Mrs. Herbert Hoover—Clear blue...	.35	1.00	3.50
Princess Blue—			
Rich belladonna blue50	1.75	5.50

WHITE

Hope—(Black Seeded), Pure white35	1.25	4.00
Snowstorm—White35	1.00	3.50
White Harmony—(Black Seeded)...	.35	1.00	3.50

RED

	Oz.	¼ lb.	Lb.
Grenadier—Dazzling scarlet	\$.35	\$1.00	\$3.50
Pride—Pure deep even cerise35	1.00	3.50
Signal Red—A real sunproof scar-			
let of great brilliance65	1.75	6.00

LAVENDER

Fragrance—Clear lavender35	1.00	3.50
Harmony—Clear lavender35	1.00	3.50
Lavanda—Clear lavender35	1.25	4.00
Triumph—			
Lilac mauve, long stemmed35	1.35	4.50
Twilight—Lavender, with larger			
flowers than Harmony, which is			
nearest this in color; vigorous			
grower65	1.75	6.00

ORANGE

Ball Orange Improved—			
Clear deep orange35	1.25	4.00
Sequoia—Golden salmon cerise,			
large flowers35	1.25	4.00
Treasure Island—Sparkling shades			
of golden orange50	1.50	5.00
Valencia—Sunproof orange40	1.40	5.00

Sowing and Flowering Dates for EARLY OR WINTER FLOWERING SWEET PEAS

Date to sow seed	Time of flowering
*July	October—January
August	December—February
September	February—April
November	March—May
December	April—June

*Only recommended in Northern States.

SPRING FLOWERING

This new class of Sweet pea is a worthwhile addition. November 1st sowing will start flowering in early April and will continue to bloom on longer stems than early flowered varieties sown the same date. **This new class is only recommended for sowings after November 1st;** also used for out of doors sowing.

STANDARD VARIETIES

	½ oz.	1 oz.	¼ lb.	Lb.
Clear Pink—				
Soft, clear pink	\$.40	\$.60	\$1.75	\$6.00
Blue—Marine blue40	.60	1.75	6.00
Lavender—Light even shade	.40	.60	1.75	6.00
Mauve—				
Rich, glistening mauve40	.60	1.75	6.00
Rose Pink—Clear rose pink.....	.40	.60	1.75	6.00

NOVELTIES

	½ oz.	Oz.	¼ lb.
Black-Seeded White—Pure white.....	\$.75	\$1.50	\$5.50
Light Blue—Clear light blue.....	.75	1.50	5.50
Light Cream Pink—			
Apple blossom pink75	1.50	5.50
Navy Blue—Deep violet blue75	1.50	5.50

SWEET PEAS (Summer Flowering)

We are in a position to supply all of the best varieties.
oz., 20c ¼ lb., 60c lb., \$1.75

VERBENA

Giant Flowering Hybrida Grandiflora Gigantea

A popular bedding plant due to its free flowering qualities. Seed must be sown early to get good plants for Spring.

	Tr. Pkt.	1/4 oz.	Oz.
Beauty of Oxford Hybrids —Rose Pink to Rose			
Red shades	\$.50	\$.75	\$3.00
Brightness —Bright Rosy Cerise Scarlet; white eye50	.75	3.00
Cerise Queen —Salmon Cerise50	.75	3.00
Crimson Glow —Glowing Crimson50	.75	3.00
Etna —Geranium Red with light Yellow eye50	.75	2.50
Giant Salmon Pink —Salmon Pink with White eye25	.50	1.50
Lavender Glory —Large flowered Lavender with light eye50	.75	2.50
Luminosa —Fiery Pink shading to Salmon25	.50	1.50
Royale —Blue with Creamy Yellow eye50	.75	2.50
Spectrum Red —Intense bright Red50	.75	2.50
White —Pure White25	.50	1.50

HYBRIDA MAMMOTH

Tr. Pkt. Oz.

Dannebrog —Intense scarlet with large white eye. Very compact growth which makes it useful for bedding. The rich sparkling color of this showy verbenas comes true to type	\$.25	\$2.00
Ellen Willmott —Extra large salmon rose flower with white eye25	2.00
Mayflower —Medium Light Pink25	2.00
Golden Queen —Best yellow25	2.00



Verbenas

HYBRIDA DWARF COMPACT—Erect Growing

A distinct new type, very compact, dwarf, and covered with flowers.

	Tr. Pkt.	Oz.
Blue Sentinal —Violet blue white eye.....1/4 oz., \$.75	\$.50	\$3.00
Brilliant —Scarlet, white eye.....	.35	2.50
Cameo Pink —Exceptionally dwarf.....	.35	2.50
Carmine Ball —Bright Carmine.....	.35	2.50
Dark Blue —Marine Blue.....	.35	2.50
Fire Ball —Bright Scarlet. Very dwarf compact.....	.35	2.50
Red Sentinel (New) —Intense bright red, with no eye.....	.50	4.00
Snowball —Pure White.....	.35	2.50
Violet Bouquet —Very dwarf compact.....	.50	3.00

VERBENA ROYAL BOUQUET

	Tr. Pkt.	Oz.
Mixed —Large flowers in brilliant mixture.....1/4 oz., \$.75	\$.50	\$3.00

VARIOUS VERBENAS

	Tr. Pkt.	Oz.
Venosa —Bright Rosy Lilac or Heliotrope flowers, freely born on short spikes. A fine bedding or border plant, showy all summer	\$.50	\$1.50
Venosa Lilacina —Delicate lavender blue50	2.00

VINCA (Periwinkle)

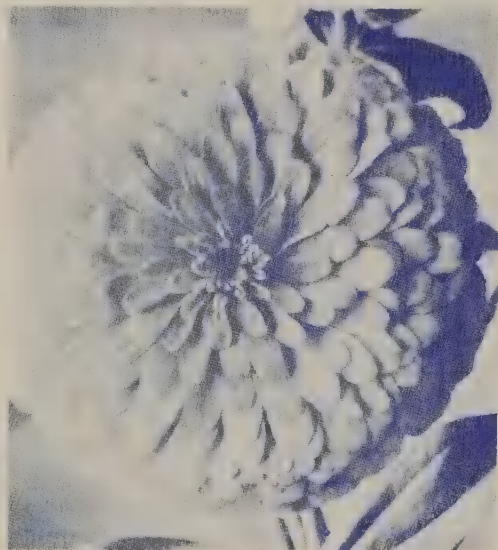
An Excellent Bedding Plant. Sow seed in August or September.

	Tr. Pkt.	Oz.
Alba Pura —Pure White.....	\$.20	\$.90
White with Eye20	.90
Rosea —Pink20	.90



Vinca

ZINNIAS

*Zinnia California Giant**Zinnia Dahlia Flowered**Zinnia Fantasy*GIANT CALIFORNIA OR MAMMOTH
FLOWERED

This type has rapidly gained in popularity. The plants which are three to four feet in height, are taller than the Dahlia Flowered class; and has long stems, which adapt it particularly for use as a cut flower. The large flat flowers with imbricated petals give a graceful effect.

- Brightness**—Bright pink
Cerise Queen—Beautiful orange rose
Daffodil Improved—Canary yellow
Enchantress—Light rose, deep rose center
Golden Queen—Golden yellow
Grenadier—Bright, dark red
Lavender Queen—Deep rosy lavender
Miss Willmott—Soft pink
Orange King—Cadmium or orange scarlet
Orange Queen—Golden orange
Purity—White, best white in Zinnias
Rose Queen—Striking bright rose
Salmon Queen—Salmon rose
Scarlet Queen—Glowing deep scarlet
Violet Queen—Deep purple
Finest Mixed—From named varieties

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.25	\$.40	\$.60	\$1.00	\$3.50	\$12.00

SUPER CROWN O'GOLD

Each petal of the flower is overlaid with a deep golden yellow at the base, while carrying out the individual flower color at the tip.

	Tr. Pkt.	1/4 oz.	Oz.
Desert Gold	\$.25	\$.35	\$1.00
Pastel Tints — Contains a wide range of pastel shades.....	.40	.60	2.00

DAHLIA—FLOWERED
Bodger's Gold Medal Strain

These are characterized by the tendency of the center petals to incurve thus giving a deep, full appearance

- Canary Bird**—Rich canary yellow
Crimson Monarch—Deep crimson, flowers very large
Dream—Deep lavender
Exquisite—Light rose, deep rose center
Golden Dawn—Golden yellow
Illumination—Deep rose self
Luminosa—Bright deep pink
Meteor—Rich deep red, darkest of all reds
Old Gold—Deep and lighter shades of old gold
Oriole—Orange and gold bicolor, turning deep orange
Polar Bear—Large pure white
Scarlet Flame—Bright scarlet
Will Rogers—Brilliant scarlet red
Gold Medal Finest Mixed

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.25	\$.40	\$.60	\$1.00	\$3.50	\$12.00

FANTASY

	Tr. Pkt.	1/4 oz.	Oz.
Orange Lady —Rich shade of deep bright orange	\$.30	\$.40	\$1.25
Rosalie —Bright intense rose30	.40	1.25
Star Dust —Golden yellow30	.40	1.25
White Light —White30	.40	1.25
Wildfire —Rich dazzling scarlet.....	.40	.60	1.75
Finest Mixed — A bright colorful mixture of shaggy petaled medium sized double flowers, excellent for cutting25	.35	1.00

ZINNIAS



Zinnia Harmony Type



Zinnia Gaillardia Flowered



Zinnia Linearis

DWARF, SMALL FLOWERED TYPES

(Improved Lilliput)

(Pompon or Baby Zinnias, Special Florists' Strains)
The Lilliputs are among the most popular Zinnias for cut flower use. The flowers are small, compact, and symmetrical, on strong stemmed 1½ ft. to 2 ft. plants.

	Tr. Pkt.	Oz.	¼ lb.	Lb.
Canary Gem—Canary yellow	\$.20	\$.75	\$2.50	\$8.00
Crimson Gem	.20	.75	2.50	8.00
Golden Gem—Golden orange	.20	.75	2.50	8.00
Lilac Gem	.20	.75	2.50	8.00
Pink Gem—Deep pink	.20	.75	2.50	8.00
Purple Gem	.20	.75	2.50	8.00
Rosebud—Rose pink	.20	.75	2.50	8.00
Salmon Gem—Salmon rose	.20	.75	2.50	8.00
Scarlet Gem	.20	.75	2.50	8.00
Valencia—Burnt orange	.20	.75	2.50	8.00
White Gem	.20	.75	2.50	8.00
Pastel Mixture—delicate shades	.20	.75	2.50	8.00
Finest Mixed—From named varieties	.20	.75	2.50	8.00

SANVITALIA PROCUMBENS

Tr. Pkt. Oz.

Double creeping Zinnia —		
Very dwarf edging plant	\$.30	\$1.50

ELEGANS PUMILA DOUBLE

Double, perfectly formed, medium sized flowers with long stems; exceptionally fine for cut flowers. This class is half way between the large flowered and Lilliput types in size of bloom, referred to as Big Type Lilliput.

	Tr. Pkt.	Oz.	¼ lb.
Bright Scarlet	\$.15	\$.50	\$1.50
Canary Yellow	.15	.50	1.50
Crimson	.15	.50	1.50
Flesh	.15	.50	1.50
Golden Yellow	.15	.50	1.50
Pinkie—Rose pink	.15	.50	1.50
Salmon Rose	.15	.50	1.50
White	.15	.50	1.50
Choice Mixed	.15	.50	1.50

STRIATA

The Clown—(New)—Variegated good for cutting. See Page 2 for complete description.

Tr. Pkt. \$.50 Oz. \$2.00

GIANT CRESTED MIXED

(Howard & Smith)

Full rounded cushiony center surrounded by broad guard petals. Colors predominate in shades of Orange, Orange Scarlet, Yellow, Rose and Crimson. Produce about 60% true to type; and as they are improved will undoubtedly become a cut flower for florist use.

Tr. Pkt., 50c ¼ oz., \$1.25 Oz., \$4.00

HAAGEANA DOUBLE (Mexican Hybrids)

The smaller flowers lend themselves to bedding and make a brilliant display. The mixture contains many attractive colors and color combinations.

Tr. Pkt. Oz.
Finest Mixed \$.30 \$1.50

HARMONY TYPE (Scabiosa Flowered)

Tr. Pkt. Oz.

Campfire—Vivid intense scarlet	\$.35	\$1.75
Gloaming—(New)—Rich deep orange	.35	1.75
Sunburst—Vivid pure canary yellow	.35	1.75
Mixture—Includes crimson, scarlet, orange, yellow, pink and white	.30	1.50

GAILLARDIA FLOWERED (Navajo)

Tr. Pkt. Oz.
Finest Mixed — Bi-colors; mellow tones; fine for cutting \$.25 \$1.25

GRACILLIMA (Red Riding Hood)

Tr. Pkt. Oz.
Deep Scarlet—Miniature red flowers, 1 ft. - 2 ft. free flowering \$.25 \$1.75

LILLIPUT TOM THUMB

Mixture—Plants 4" - 6", compact with well formed flowers of the Lilliput type. In red, orange, yellow, pink, rose and pastel shades \$.35 \$1.50

LINEARIS

The single flowers are deep golden orange in color, with a delicate light yellow stripe \$.35 \$1.50

FINE PERENNIAL SEEDS



Aquilegia Long-Spurred

ACHILLEA (Millfoil, Yarrow)

Filipendula Parker's Variety—Large yellow showy flower heads.....	1/4 oz. .75	Tr. pkt. \$.35	Oz. \$2.80
The Pearl—Abundant small white double flowers35	2.80

ACONTIUM

Fischeri—Compact. Bright blue flowers35	2.00
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ADONIS

Vernalis—Large yellow flowers40	2.50
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AGATHEA

Coelestis (Blue Daisy)—Marguerite like flowers. Fine for Greenhouse.....	.25	1.25
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AGROSTEMMA

Coronaria Atrosanguinea—Deep crimson15	.30
Coronaria Alba—White15	.30

ALYSSUM

Saxatile Compactum—Bright yellow15	.80
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AMPELOPSIS

Veitchi (Boston Ivy)	per lb., \$2.50	.30
	Tr. Pkt.	Oz.

ANCHUSA

Italica Dropmore—Gentian Blue15	.50
Myosotidiflora—Blue Forgetmenot like flowers	1/4 oz. \$2.50	.50
	.50	8.00

ANEMONE CORONARIA (Windflower)

French—(Caen) Varieties fine mixed25	1.00
His Excellency—Single fiery scarlet35	1.50

ANTHEMIS

Kelwayi—Hardy Marguerite. Yellow flowers. Fine for cutting15	.50
Tinctoria, Perry's Variety—An improved form, of deep golden yellow25	1.50

AQUILEGIA

	Tr. pkt.	Oz.
Californica Hybrids—Mixed30	2.00
Coerulea—Blue40	2.50
Rose Queen50	3.50
Long Spurred Blue Shades35	3.00
Long Spurred Orange & Scarlet Shades50	3.50
Long Spurred Pink & Rose Shades35	3.50
Long Spurred Mrs. Scott Elliotts Strain—Best Mixture50	3.50

ARABIS

Alpina White—Good for edging and rock gardens15	.50
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ARMERIA

Formosa Hybrida—Various shades of rose pink25	1.50
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ASCLEPIA

Tuberosa—Very showy and popular native plant, during July and August bearing flowers of brilliant orange scarlet.....	.35	2.50
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ASTERS

Alpinus Mixed Varieties35	2.50
Michaelmas Daisy—Newest varieties mixed50	3.00

AUBRIETIA

Large Flowering Hybrids—Blue and rose shades35	2.50
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BAPTISIA

Australis (False Indigo)—Dark blue15	.40
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Anemone Coronaria

FINE PERENNIAL SEEDS



Campanula Calycanthema

BELLIS PERENNIS

	Tr. Pkt.	Oz.
Monstrosa Etna (English Daisy)—Dark red35	3.00
Monstrosa White (English Daisy)35	2.60
Monstrosa Pink (English Daisy)35	2.60
Monstrosa Mixed (English Daisy)35	2.60

BROWALLIA

Speciosa Major —Brilliant blue. Suitable for pot plants50
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CAMPANULA

Calycanthema Blue (Cup and Saucer Type)—Best for cutting25	1.50
Calycanthema Lilac " "25	1.50
Calycanthema Pink " "30	2.00
Calycanthema White " "30	2.00
Calycanthema Mixed " "25	1.50
Persicifolia Blue (Peach Bell)—Very hardy50	
Persicifolia Alba (Peach Bell)—Very hardy50	
Pyramidal Alba —Hardy. Good for outdoor or Pot culture25	1.50
Pyramidalis Blue —Hardy. Good for outdoor or Pot culture25	1.50
Rotundifolia (Blue Bells of Scotland)—Dainty purple blue flowers, 12"50	

CANDYTUFT

Sempervirens (Iberis)—White. Fine for edging25	\$1.50
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CARNATION

Early Vienna —Very dwarf30	1.75
Grenadin Red35	2.00
Hardy Border Mixed —Very fine selection30	1.25

CENTAUREA

Montana —blue, 1 ft. - 1½ ft.15	.50
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CERASTIUM

Tomentosum —Silvery foliage. White flowers. Excellent for rockeries30	1.30
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COREOPSIS

Lanceolata Grandiflora —Golden yellow. Good for cutting15	.30
Lanceolata Grandiflora Fl. Pl. (Double) —Double form of above15	.50
Mayfield Giant —deep golden yellow, large flowers, early25	1.30
Double Sunburst —(New), large, golden yellow, fully double flowers50	2.00

DAISY—SHASTA (Chrysanthemum)

Alaska —Most popular of all. Large pure white blooms on excellent stems. Starts blooming in June and continues for sometime15	1.00
Avalanche —Very free blooming dwarf compact plant (2 ft. high) with large white daisies25	1.25
Diener's Strain —New development with flowers of very interesting form. They vary considerably from fully double strains, no centers, to semi-doubles and singles. Most have curled and twisted petals. Some have broad petals, others are very slender and twisted25	
Mayfield Giant —Extremely large flowers measuring three to four inches in diameter. Strong robust growth, 2½ to 3 feet tall25	1.00
Spring Margurite —Large flowers, same characteristics as the Mayfield Giants except habit of growth is six inches to a foot shorter. This variety flowers earlier in the season20	.50

DIANTHUS

Deltoides (Maiden Pink)—Deep rose, 8"25	1.50
Neglectus (Glacier Pink)—Rose, hardy	per 1000 seeds, \$3.00	
Plumarius Double Mixed —Hardy garden pinks25	1.25
Superbus Loveliness —Rosy, lilac, finely fringed, free flowering, plants 12"-15"	1.00	
Sweet Wivelsfield —Excellent for cutting. Great variety of colors25	1.00

DIGITALIS (Foxglove)

Monstrosa Mixed20	.75
The Shirley —Giant hybrids, spotted throats15	.50



Coreopsis

FINE PERENNIAL SEEDS DELPHINIUM

PACIFIC STRAIN (Vetterle & Reinelt)

	Tr. Pkt.	1/8 oz.	1/4 oz.	1 oz.
Blue Bird Series —Clearest medium blues with white bees	\$2.00	\$4.00	\$7.00	\$24.00
Cameliard Series —Pure lavender self with white bee	2.00	4.00	7.00	24.00
Round Table Series —This group combines all the newest color developments	2.00	4.00	7.00	24.00
Black Knight —Dark purple heavy velvety texture	2.00	4.00	7.00	24.00
Galahad Series —Pure white	1.50	2.75	5.00	16.00
Guinevere Series —Light pink lavender self with white bee	1.25	2.50	4.50	14.00
Summer Skies Series —Clearest blue with white bee	1.25	2.50	4.50	14.00

STANDARD COLORS

Lavender Shades	1.00	2.00	3.50	12.00
Pastel Shades	1.00	2.00	3.50	12.00
Light Blue Shades	1.00	2.00	3.50	12.00
Dark Blue Shades	1.00	2.00	3.50	12.00
White	1.00	2.00	3.50	12.00
Pacific Hybrids Mixed	1.00	2.00	3.50	12.00

OTHER STRAINS

	Tr. Pkt.	Oz.
Clividen Beauty —(Belladonna Improved)— Select strain. Turquoise blue	\$.40	\$2.25
Bellamosum —Dark blue40	2.25
Blackmore & Langdon Strain —Immense flowers. Fine mixture of blue shades50	3.00
Gold Medal Hybrids —Splendid mixture25	1.50
Wrexham Strain —Celebrated English Hollyhock strain50	5.00

EUPATORIUM

Fraseri —(Hardy Ageratum)—White. Fine for cutting	\$.25	\$1.00
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GAILLARDIA

Burgundy —Coppery scarlet self	\$.30	\$2.00
Dazzler —Large rich red flowers with orange tip. Fine for cutting25	1.50
Goblin —(New)—Dwarf, compact50	
Portola Hybrids —Red with golden tips. Excellent for cutting25	1.50
Tangerine —True Tangerine color. Good for cutting25	1.60

GENTIANA

Acaulis —Deep blue. Good for rockeries	\$.50	\$3.00
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GEUM

	Tr. Pkt.	Oz.
Mrs. Bradshaw —Brilliant scarlet. Double flowers. Good for cutting	\$.25	\$1.75
Lady Stratheden —Double golden yellow. Excellent for cutting25	1.75

GYPSOPHILA

Paniculata —(Single)—Hardy, Graceful sprays of white flowers	\$.15	\$.40
Pacifica —Rose, 4 ft., blooms when panicu- lata varieties have passed. Excellent for cutting25	2.50
Repens Rosea —Light rose, 6", fine rock plant25	2.50
Repens White —6 ft., fine rock plant25	1.50

HELIANTHEMUM

Mutabile —(Dwarf Sun Rose)—Excellent rock plant, 8" - 12", pastel mixture	\$.25	\$.80
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HEUCHERA

Sanguinea —Fine for cutting.....1/8 oz.,	\$1.50	\$.50
Sanguinea Rosea —Beautiful rose pink. Fine for cutting50	

HIBISCUS

Giant Mallow Marvel Mixed —Very showy. 4 ft. tall. Good for perennial border	\$.15	\$.50
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*Scabiosa Caucasica*

FINE PERENNIAL SEEDS

HOLLYHOCK—Chaters Double

	Tr. Pkt.	Oz.
Pink	.25	\$1.25
Rose Pink	.25	1.25
Scarlet	.25	1.25
Chamois	.25	1.25
Salmon	.25	1.25
White	.25	1.25
Yellow	.25	1.25
Maroon	.25	1.25
Newport Pink	.25	1.25
Mixed	.25	1.00

LAVANDULA—Sweet Lavender

Vera—Well-known, fragrant hardy perennial. Always in good demand	.25	.80
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LIATRIS

	Tr. Pkt.	Oz.
Pycnostachia—Rosy purple. Fine for cutting	.35	\$2.50

LUPINS—Polyphyllus

Rose15	.50	White15	.50
Blue15	.50	Mixed15	.50
Moerheimi—Pink and White flowers. Good for cutting.....				.25	1.00
Princess Juliana—Shell pink. Good for cutting25	1.00

LINUM

Perenne—(Flax)—Blue. 1½ ft. tall	.15	.40
Flavum—Yellow. 2 ft. tall	.25	2.00

LYCHNIS

	Tr. Pkt.	Oz.
Chalcedonica—Scarlet flowers	.15	\$.40

MYOSOTIS

Alpestris Victoria—Bright blue. Dwarf. Excellent for bedding	.35	2.00
Winter Flowering—(Oblongata Blue Bird)—Best for forcing	.35	2.60
Palustris Semperflorens—Blue. Hardy everblooming	.25	1.80

PENTSTEMON

Sensation—Mixed colors. 3 ft. tall	.35	2.80
New Hybrids Mixed—Improved type	.50	2.00

PHYSOSTEGIA

Virginica—Pink. 4 ft. tall. Fine for cutting	.35	2.00
Virginica Alba—White form of above	.35	2.00

PLATYCODON

Grandiflorum Blue—For perennial border	.25	1.50
Grandiflorum Album—White form of above	.25	1.50
Mariesi—Dwarf. Dark blue	.35	2.50

POPPY

Coonara Pink Shades—Fine strain. Pink art shades. Long stems	.35	2.00
Nudicaule El Monte—Tangerine orange. Excellent for cutting	.25	2.00
Oriental Scarlet—Deep red	.15	1.00
Princess Victoria Louise (Oriental)—Finest salmon	.25	2.00
Sunbeam Mixed—Splendid Hybrids. Good for cut flowers	.25	1.75
Oriental Hybrids Mixed	.20	1.50

PRIMULA

Auricula Mixed —Beautiful colors. 6" high.	¼ oz.,	\$1.50	.40
Veris (Polyanthus) Giant Munstead Strain — New hybrids. Beautiful shades including yellow and white	¼ oz.,	\$2.00	.50
Vulgaris (English yellow Primrose)	¼ oz.,	\$.85	.35 3.00

PYRETHRUM

Roseum Pink—Pink shades. Fine for cutting.....	.35	2.00
Hybridum Single Mixed—Good cut flower.....	.30	1.50
Hybridum Double Mixed—Good cut flower. 1/4 oz., \$2.00.....	.50	

RUDBECKIA

Hirta Autumn Tints—(New)—Bronze autumn shades	.35	2.00
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SAPONARIA

Ocymoides—Rose colored. Fine for rockeries	.15	.60
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SCABIOSA

	Tr. Pkt.	Oz.
Caucasica Isaac House Hybrids—Improved strain. Flowers range from lavender to dark blue. Excellent for cutting	.50	3.00
Caucasica Lavender—Good cut flower	.35	2.50

SEDUM

Acre—The yellow Stone Crop or Wall Pepper, 2-3 in. ⅛ oz., \$.90	.25
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STATICE

Caspia—Lilac. Fine for table decoration	.40	2.25
Dumosa—Silvery gray flowers. Good cut flower	.25	1.75
Latifolia—Deep blue flowers. Fine for cutting	.25	1.50

STOKESIA

Cyanea (Corn Flower Aster)—Lavender blue. Excellent for cutting	.25	1.40
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SWEET WILLIAM

Single Newport Pink	.15	.80	White Single	.15	.50
Single Scarlet Beauty	.15	.80	Single Mixed	.15	.60
Double Mixed				.15	.70
Dwarf Alpinus Midget Mixed —Early flowering type of Sweet William, consisting of light and dark colors mixed. Height 4 to 6 inches. Suitable for border or rock garden planting.					
			1/4 oz., \$1.00	.40	3.50

THALICTRUM

Dipterocarpum—Rosy purple yellow anthers. Excellent for cutting	.30	1.80
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TRITOMA

Hybrids (Red Hot Tr. Pkt. Oz. Poker)	.25	1.50
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TUNICA

Saxifraga—Rose, 6"	.15	.60
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VALERIANA—(Garden Heliotrope)

Mixed	.15	.60
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VERONICA

Spicata—Bright blue. Fine for bouquets	.35	1.50
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VIOLA CORNUTA

Apricot —Large-flowered true apricot. Very good variety35	4.00
Arkwright Ruby, Hybrid —Wonderful large rounded flowers of ruby crimson with terra cotta and darker markings. Fragrant50	6.50
Blue Perfection —Large flowered fine light blue35	2.00
Jersey Gem —Deep Cattleya75	
Lutea Splendens —Golden yellow35	2.00
Papilio —Light blue35	2.00
Puck —Upper half purple, lower half yellow, very pretty35	2.25

*Viola Cornuta*

VEGETABLE SEEDS

With the steady increasing demand for vegetable plants by the home gardener it is wise to include some in your spring plant sales. We assure you that our vegetable seeds are of the same high quality as we supply in flower seeds.



Marglobe Tomato

BEETS

	Oz.	1/4 lb.	Lb.
Detroit. Dark Red selected stock	\$0.10	\$0.35	\$1.00
Crosby's Egyptian. Selected	.10	.35	1.00

CABBAGE

EARLY OBLONG VARIETIES

	Oz.	1/4 lb.	Lb.
Early Jersey Wakefield	.30	.85	2.50
Large Wakefield	.30	.85	2.50

EARLY FLAT AND ROUND VARIETIES

	Oz.	1/4 lb.	Lb.
Copenhagen Market	.45	1.25	3.50
Golden Acre	.45	1.25	3.50
All Seasons. (Yellow-Resistant)	.45	1.25	4.00

MAIN CROP SORTS

Premium (Late) Flat Dutch	.30	.85	2.50
Danish Ball Head (Dwarf Amager)	.45	1.25	3.50

CARROT

	Oz.	1/4 lb.	Lb.
Danvers Half Long	\$0.25	\$0.65	\$2.00
Chantenay (Greater)	.25	.65	2.00

CELERY

	1/2 oz.	Oz.	1/4 lb.	Lb.
Emperor Golden Self Blanching Dwarf	\$0.35	\$0.65	\$1.75	\$6.00
Golden Plume	.35	.65	1.75	6.00

CUCUMBER

	Oz.	1/4 lb.	Lb.
Davis Perfect	\$0.20	\$0.45	\$1.25
Early Fortune	.20	.45	1.25
Chicago Pickling	.20	.35	1.00
Straight 8	.20	.50	1.50

EGG PLANT

	Oz.	1/4 lb.	Lb.
Black Beauty	\$0.50	\$1.50	\$5.00
Improved New York Purple	.45	1.35	4.50

LETTUCE

	Oz.	1/4 lb.	Lb.
LEAF VARIETIES			
Black Seeded Simpson (Selected)	\$0.15	\$0.45	\$1.25
Grand Rapids Forcing	.20	.60	1.75

HEAD VARIETIES

	Oz.	1/4 lb.	Lb.
Big Boston	\$0.20	\$0.50	\$1.50
Mammoth Black Seeded Butter	.15	.45	1.25
New York or Wonderful No. 12	.20	.50	1.50

PEPPER

	1/2 oz.	Oz.	1/4 lb.
Chinese Giant	\$0.35	\$0.60	\$1.75
Crimson Giant	.30	.50	1.50
Harris Early Giant	.30	.50	1.50
California Wonder	.35	.65	2.00
Cayenne Long Red	.25	.45	1.25
Ruby King	.20	.35	1.00
Pimento	.20	.30	.90
World Beater	.25	.40	1.25

RADISH

	Oz.	1/4 lb.	Lb.
Scarlet Turnip (White Tip Sparkler)	\$0.10	\$0.30	\$0.80
Improved Scarlet Globe (select)	.10	.35	.90
White Icicle	.10	.25	.70

SPINACH

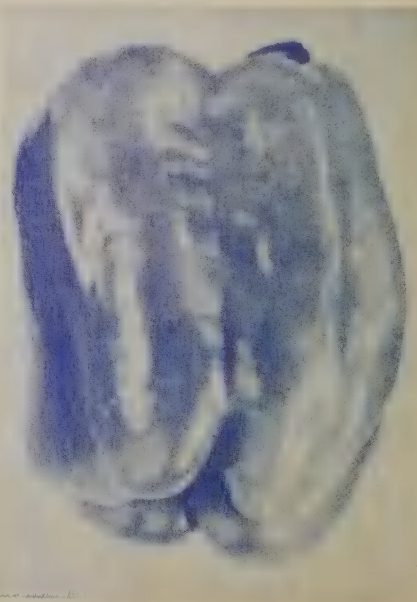
	Lb.
New Zealand	\$1.25

TOMATO

	Oz.	1/4 lb.	Lb.
Bonny Best	\$0.30	\$0.90	\$3.00
Break O'Day	.40	1.00	3.50
Chalk's Early Jewel	.30	.90	3.00
Dwarf Stone	.50	1.50	5.00
Earlina	.45	1.25	4.00
Greater Baltimore	.30	.85	2.75
John Baer	.30	.90	3.00
Livingston's Globe	.45	1.25	4.00
Marglobe	.40	1.00	3.50
Michigan State Forcing	2.50		
Oxheart	.65	2.00	7.50
Ponderosa	.50	1.50	5.00
Pritchard	.45	1.25	4.00
Stone Improved	.30	.90	3.00

TURNIP

	Oz.	1/4 lb.	Lb.
Purple Top White Globe	\$0.10	\$0.25	\$0.60
Early White Turnip	.15	.35	1.00

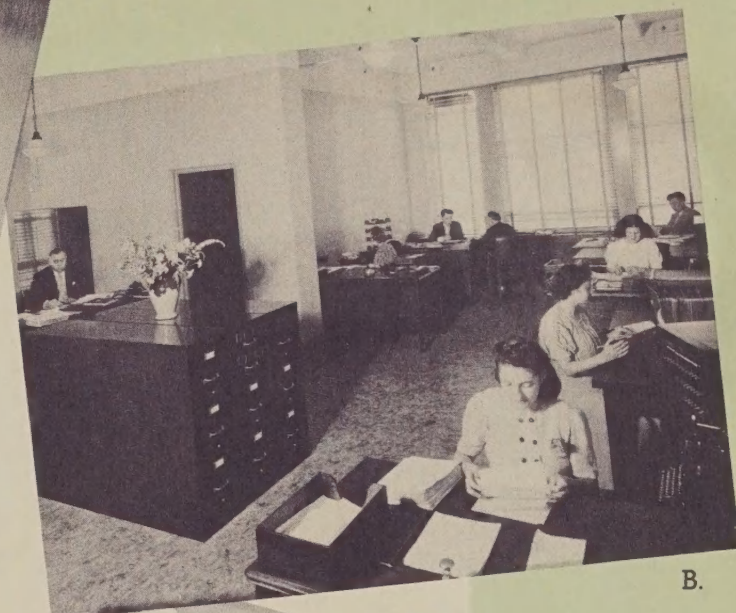


PEPPER

FROM _____

Fred C.
Gloeckner
&
Company,
Incorporated

15 East 26th Street
New York City



B.

WHEN in New York we would like you to visit our new and enlarged quarters. We found ourselves growing to such proportions that it was necessary to enlarge our facilities.

You are responsible for our growth and we will keep your faith in us by continuing our policy of furnishing you with a consistent year after year supply of high quality flower seeds, plants and bulbs.

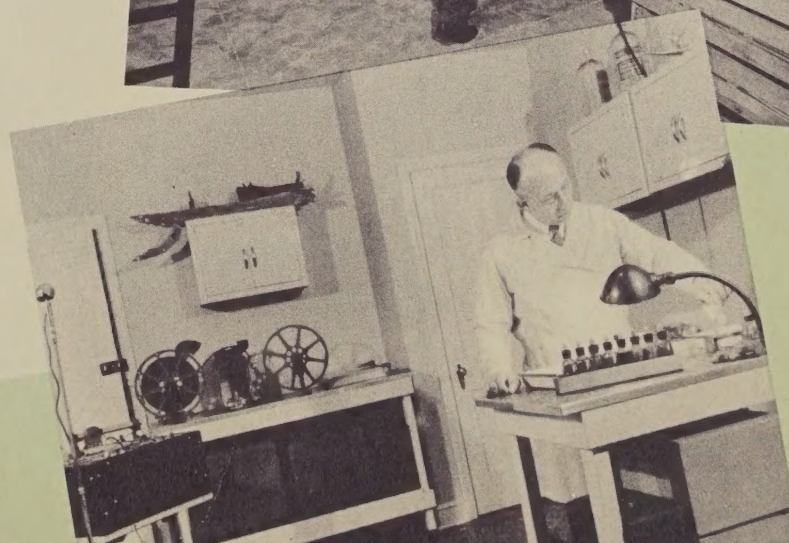


C.



D.

- A. EXECUTIVE OFFICE
- B. GENERAL OFFICE
- C. FLOWER SEED DEPARTMENT
- D. BULB STORAGE AND WAREHOUSE
- E. LABORATORY



E.

Fred C.
Gloeckner
& Company
Incorporated

Seeds . . . Plants . . . Bulbs
From World Wide Sources
15 East 26th St. New York City

The Beginning —

